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Automotive News

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NEWSPAPER

SEPTEMBER 7, 1992

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late news

Service contract tax deal set

WASHINGTON — More than 1,000 dealers who are being audited by the Internal Revenue Service for selling extended service contracts and not accounting for them according to revenue service guidelines are being offered a settlement by the government.

Under an IRS ruling issued Thursday, dealers can compress future deductions on the sale of the extended service contracts into the year the contract was sold, but discount them to reflect the time-value of money.

Though the new ruling will create an additional tax, it should not be as large as the levy under the original IRS ruling, according to Steven

see LATE NEWS, 2

Unveilings

New Buicks, Page 16

Geo line, Page 24
Nissan Altima, Page 24
New Corolla, Page 26

Lordstown is omen for '93

Parts plant scuffle is tip of labor iceberg for GM

LIZ PINTO
Staff Reporter

It could be a long, cold winter and a long, hot summer for General Motors and the UAW.

It's a full year before their contract expires — at midnight on Sept. 14, 1993 — but the two sides already are feeling each other out and posturing for the coming fight.

Most analysts believe the Lordstown tool-and-die strike over 240 jobs is a clear harbinger of bloody 1993 contract talks. The nine-day strike shut seven assembly plants and cost 24,415 cars and trucks through last week.

At the heart of the matter is the developing reorganization in the United States. GM President Jack Smith and his team are building the new North American Operations, paring the excesses of the past four decades, in an effort to become lean and competitive in every segment of the business.

That means labor too.

So GM, which last December said it would close six assembly plants and eliminate 80,000 North American jobs by 1996, will come to the bargaining table next year seeking ways to reduce labor costs and improve competitiveness.

The UAW will come to the bargaining table with its own list of demands, seeking to keep jobs and benefits.

Items sharing first-priority status for both sides at the 1993 talks are likely to include:

- Outsourcing and subcontracting.
- Health-care cost sharing.
- Guaranteed income fund replenishment.

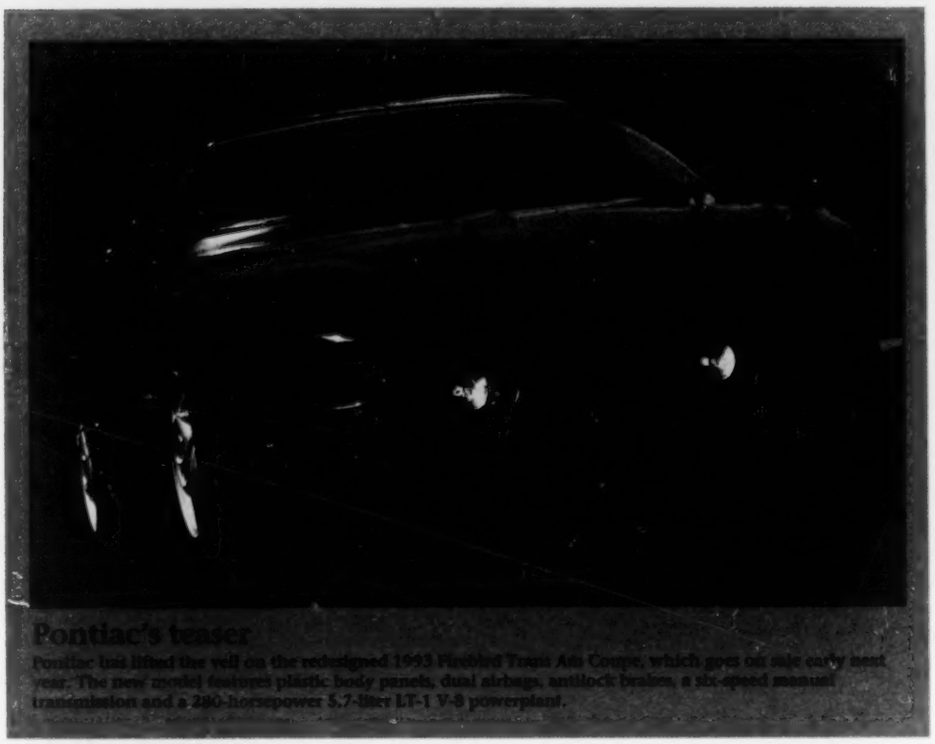
Clearly, the financial community wants GM to take a hard line. After the strike began, Wall Street signalled its approval as the price of GM's stock nosed up.

"This strike (at Lordstown) reveals the

see LORDSTOWN, 42

PACESETTING LABOR PACTS

Saturn's secret is simple ➤ 42
Diamond-Star talks end on upswing ➤ 42



Pontiac's teaser

Pontiac has lifted the veil on the redesigned 1993 Firebird Trans Am Coupe, which goes on sale early next year. The new model features plastic body panels, dual airbags, antilock brakes, a six-speed manual transmission and a 280-horsepower 5.7-liter LT-1 V-8 powerplant.

Hurricane aftermath: dealership is shelter

CHARLES M. THOMAS
Staff Reporter

A south Florida Mazda dealership's parts and service center has served as the temporary shelter for eight families of dealership employees after Hurricane Andrew leveled their homes.

Even though the windows and garage doors of Zinn Mazda's service center were blown out, the families, who had no place else to go in the hours after the storm, sought shelter there. The hurricane destroyed the dealership's showroom.

Other families moved on, but the family of the dealership's chief technician remained at the service center until Friday when dealer Robert Zinn found a trailer for them to live in.

He said the technician arrived at the service center armed and ready to protect the only possess-

see ANDREW, 41

Saturn curbs sales inside GM

LINDSAY CHAPPELL
Staff Reporter

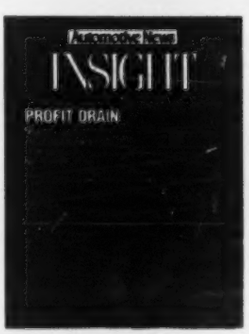
So tight is the demand for General Motors' Saturn line that Saturn is trimming discount sales to its employees and the rest of GM's 375,000 workers and their family members.

The unusual move widens the gulf between Saturn Corp. and the rest of GM because Saturn treats employees differently.

A Saturn executive estimated that about 10 percent of Saturn's sales nationally — or about 1,200 cars a month — are going to GM employees. At the four Detroit-area dealerships employee sales can run as high as 50 percent.

Under the new rules, only Saturn's 5,500 employees in Tennessee and Michigan, and their immediate families, will receive GM's standard 5 percent employee discount when ordering new Saturns. Other GM employees will continue to receive the discount only on cars purchased out of dealer inventories. But Saturn inventories are almost gone, and it will likely be

see SATURN, 45



A dirty job

Federal and state environmental laws are forcing dealers to clean up their service departments, and the changes are cutting into profits. See *Automotive News Insight*, which follows Page 24.

Fleet sales swing away from Big 3

WILLIAM R. DIEM
Assistant Managing Editor

The Big 3 backed away from rental sales in the first half of 1992 as they promised, but Nissan Motor Corp. in U.S.A. picked up part of the slack.

In 1992, Nissan quietly doubled its fleet car sales in the rental and leasing category, according to figures compiled by R.L. Polk & Co. for *Automotive News*. Nissan's first-half sales were 24,204, up from 11,985 last year.

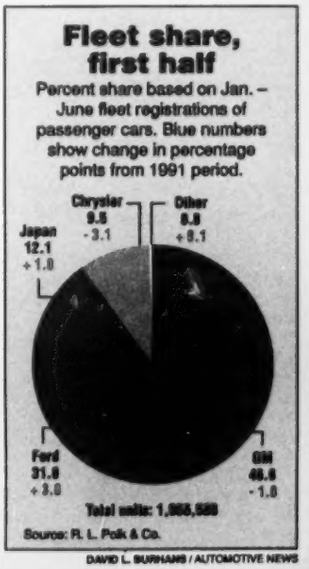
Toyota Motor Sales U.S.A. Inc. also increased its reliance on fleet sales in the first half. While retail registrations were flat, the rental and lease category for Toyota cars rose to 49,058 units, up from 42,372 in the first half last year.

And Hyundai, which lost 9,311 retail car registrations in the first half compared with a year ago, picked up 4,047 units in the overall fleet market.

A Nissan spokesman said the increase was mainly due to new commercial fleet business and "an expanded presence" in daily and long-term rental markets.

The compilation for *Automotive News* shows that the Big 3 continue to dominate U.S. fleet sales, and they are by far the most dependent on them. Fleet sales to rental and leasing companies, government agencies and businesses account for more than a third of the Big 3

see FLEETS, 43


Fleet share, first half
Percent share based on Jan. – June fleet registrations of passenger cars. Blue numbers show change in percentage points from 1991 period.
Chrysler 9.5 -3.1
Other 8.9 +0.1
Japan 12.1 +1.0
Ford 31.0 +3.0
GM 48.6 -1.0
Total sales: 1,956,589
Source: R. L. Polk & Co.
DAVID L. BURNHAM / AUTOMOTIVE NEWS

Execs lose free cars ➤ 45

inside

Automotive News

NO RETREAT FOR TOYOTA
Japanese maker's pricing follows Big 3 lead. PAGE 6

GRIM AUGUST
U.S., Japan car sales drop again. PAGE 6

NISSAN'S ONE-TWO PUNCH
Quest, Altima share '93 lineup spotlight. PAGE 24

COMPACT COROLLA

▲ New Toyota stretches past subcompact classification. PAGE 26

MEXICO MOMENTUM
Despite VW labor woes, July Big Five sales rise. PAGE 26

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corrections

■ The 1993 LS400 has new 16-inch aluminum alloy wheels. A Page 21 story on Aug. 31, based on Lexus information, gave the wrong size.

■ A Page 3 story on Aug. 31 incorrectly described how a Mercedes-Benz reconditioning center in Florida works. Dealers can purchase certified used cars from the center, but they cannot send units there.

■ The European Sales by Manufacturer table on Page 20 of the Aug. 24 issue gave an incorrect total for BMW; in the first seven months of 1992, the company's sales were 280,000. Total European sales for the period were 8,568,900.

HANS G. LEHMANN/HIDDEN IMAGE

Alfa SZ Coupe goes topless

Among the debuts expected at the Paris auto show in October is the Alfa SZ Spider, a convertible version of the SZ Coupe that bowed in Geneva in 1989. Italian design shop Zagato has been testing this prototype and reportedly plans to begin building four Spiders a day for four months. Major body panels are made of composite plastics, and the top is canvas.

latenews

CONTINUED *from* PAGE 1

Anderson, tax manager for Washington-based accounting firm Ernst and Young.

The original ruling ordered dealers to report all of the income in the year the contract was sold, and spread the deductions over the term of the contract, creating a cash flow problem for dealers.

Last week's ruling applies generally to dealers who are already being audited or were notified of an audit as of June 12.

— Charles M. Thomas

Mark VIII tab about $37,000

ORLANDO, Fla. — When the redesigned Mark VIII debuts in December, it will be priced close to its archrival, the Cadillac Eldorado with the optional Northstar V-8 engine, Lincoln-Mercury General Manager Lee Miskowski told L-M dealers at their convention last week.

"It's going to be $37,000 to $38,000 — it's not priced yet, but that's the general price range," Miskowski said.

The 1993 Eldorado with the sport coupe package, which includes the Northstar V-8 engine, is $36,990.

— Richard Truett

GM executive jumps to VW

AUBURN HILLS, Mich. — Thomas Shaver ended his 29-year career with General Motors last week when he was appointed vice president of Volkswagen United States Inc.

Shaver was most recently director of consumer marketing for GM's Saturn Corp. The appointment was effective Sept. 1.

Shaver

In his new position, Shaver, 52, is responsible for sales, marketing and executive management of VW U.S. He will report to William Young, Volkswagen of America president.

VWoA is the parent company of VW U.S. and Audi of America.

A Saturn spokesman said the company has not named a successor.

— Arlena Sawyers

Ford balances downtime

DEARBORN, Mich. — Ford Motor Co. has balanced scheduled downtime at Escort plants in Michigan and Mexico in a compromise with the UAW.

The Wayne, Mich., plant, which makes slower-selling two-door models, had been scheduled to be down for nine weeks through the end of the year, while its sister plant in Hermosillo, Mexico, was scheduled for four weeks of downtime. Hermosillo makes sedans and stations wagons, which are more popular under Ford's national one-price Escort program.

Union official Jeff Washington says Wayne now will be down eight weeks and Hermosillo seven weeks. He says his members are satisfied with the deal on downtime, but they still want to be making a more popular vehicle at the plant.

— Kathy Jackson

Mazda recalls 16,688 Miatas

IRVINE, Calif. — Mazda is recalling 16,688 1990 MX-5 Miatas for the inspection and possible replacement of the catalytic converter.

Mazda said that on certain 1990 Mazda MX-5 Miatas manufactured between March and August 1989, the heat expansive mat holding the catalyst may become dislodged, allowing it to vibrate. If the vehicle is operated under this condition, the catalyst may eventually wear out, which could impair the ability of the converter to reduce vehicle emissions.

Honda touts Chrysler sales

TOKYO — Honda Motor Co., which two years ago offered to help Chrysler Corp. sell its products in Japan, now accounts for more than half of the Chrysler's sales here, a Honda official said last week.

Mitsuru Sato, Honda's general manager for export sales, said Honda dealers accounted for 55 percent of Chrysler's total sales of 1,020 units in the first eight months of 1992, and 70 percent of the Jeep Cherokee total of 753.

Honda sells Chrysler units through 300 dealers across the country, compared to Chrysler Japan's more modest network of 60 dealers.

— Mary Ann Maskery

4 pass, 2 fail 35-mph crash

WASHINGTON — Federal safety officials have crashed six more vehicles to complete their 1992 New Car Assessment Program.

The Ford Crown Victoria, Acura Legend, Mazda MX-3 and Honda Prelude scored well, indicating that serious head or chest injury was unlikely in a 35-mph frontal collision.

Test dummy scores in the passenger position in two other vehicles indicated a chance of injury. The passenger score for the Saturn SL2 four-door sedan was 1,018; for the Ford Econoline van, it was 1,004. A score above 1,000 indicates that serious head injury is possible, according to the National Highway Traffic Safety Administration.

— Max Gates

Poles to resume Fiat-car output

TURIN, Italy — Fiat Auto S.p.A. said production of its Cinquecento minicar will resume this week following a six-week stoppage at the FSM plant in Tychy, Poland. Fiat is in the process of acquiring a majority stake in FSM, Poland's state-owned vehicle company that is the sole source of the Cinquecento.

Polish metal workers walked off their jobs in mid-July to back their demands for big pay raises to keep up with rampant inflation throughout the former Soviet bloc. The walkout, which affected several key industries, also shut FSM's main plant in Bielsko Biala.

Fiat said the shutdown cost the company 13,000 Cinquecento sales. About 35,000 of the minis have been sold since it debuted in March, the company said.

— Luca Ciferri

briefly

LH supplier mistimes tour

In August, A.O. Smith Automotive Products Co. scheduled a press event for Wednesday to dedicate its new Barrie, Ontario, plant and tout its modular assembly program for Chrysler Corp.'s new LH sedans. But the timing could be better. Just last week Chrysler confirmed it was recalling the first 4,000 LH sedans built because of a faulty washer in the front suspension module. (See story on next page.) Chrysler wouldn't name the supplier. But Milwaukee-based A.O. Smith confirmed that it supplies the front and rear suspension modules in the new sedans and shipped the units with the faulty washer. Can't wait to see how the spin doctors handle this one.

STRONG ARMING — Former NBA star Sidney Moncrief faces a court date for breaking a man's arm at Moncrief's dealership just outside Phoenix. A Glendale, Ariz., police spokeswoman says Moncrief was arrested Aug. 31 after the 35-year-old victim told police that Moncrief struck him twice on the left arm with a golf club while the two men were conducting business at Moncrief's **Mitsubishi** dealership in Glendale. The spokeswoman didn't know if the victim was an angry customer.

FAMILY VALUES? — Auto manufacturers and suppliers didn't fare well in a recent study by the New York-based Families and Work Institute, which measured the "family friendliness" of 188 Fortune 500 companies. Results show that the auto industry is far behind others in providing flexibility for employees dealing with young or sick children and aged parents. Pharmaceutical and financial service firms were at the top of the list.

SATURN'S BRIDESMAIDS — **Saturn Corp.** says 70 percent of its buyers list an import make as their second choice. So which importers are losing out? Between the top two, **Toyota** is holding up better than **Honda,** maintains Toyota Vice President George Borst. Toyota's research shows that 25 percent of Saturn buyers would have bought a Honda next, Borst says. Only 8 percent list Toyota.

LIKE DALLAS, LIKE SEOUL — The man who started Korea's **Hyundai** Group — Chung Ju Yung — is now a presidential contender in South Korea, and he sounds a lot like H. Ross Perot, who almost made a run for the U.S. presidency. Chung, 77, says he would apply business savvy to the problems of running an emerging democracy. His United Peoples' Party slogan is "Clean and Honest Government," and like Perot, he has had to defend himself against suggestions that his authoritarian business style won't work in government.

THE ASSOCIATED PRESS

France's electric Zoom

Renault's answer to city congestion is the Zoom prototype electric car. When parking, the two-seater's rear wheels come forward and its body rises, reducing overall length from 103 to 81 inches. The Zoom's plastic body is recycleable.

Sales sputter in August

LINDSAY CHAPPELL
Staff Reporter

August sales slowed to last year's disappointing rate, and there appears to be little chance that the 1992 market can reach 13 million units.

The month's car and truck sales actually dropped slightly from last year, for a monthly total of 1,047,223 units — 652 fewer than in August 1991.

With two-thirds of the calendar year complete, the industry is running just 3.4 percent ahead of last year. The modest eight-month gain points the way to a 12.7-million-

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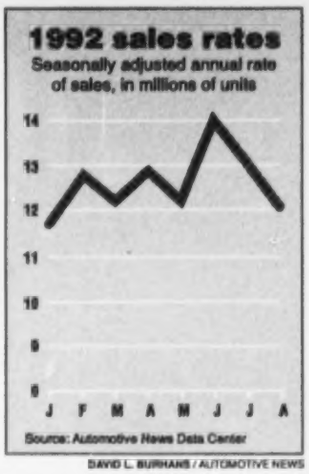

DAVID L. BURHANS / AUTOMOTIVE NEWS

Japanese sales sink 16.3% in August

MARY ANN MASKERY
Staff Reporter

TOKYO — Weighed down by the first monthly drop in big-car demand in three years, sales of new cars and trucks in August plunged 16.3 percent from a year earlier — the steepest year-to-year drop since November 1980.

The slide, to 288,682 units, marked the 13th year-on-year decline in 15 months and brought year-to-date sales to 3.6 million units, off 5.9 percent from a year earlier.

The rout was spread evenly among Japan's Big Five, all of whom are grappling with sliding sales and profits.

Toyota Motor Corp. fell 14.2 percent; Nissan Motor Co. was off 25.2 percent; Mazda Motor Corp., 16.7 percent; Honda Motor Co., 17.4 percent; and Mitsubishi Motors Corp., 2.9 percent.

Company spokesmen said the decline was not as bad it looked because there were 2½ fewer selling days in August compared to a year earlier. Adjusting for the difference would trim the decline to about 7 percent, said Koji Endo, auto industry analyst for S.G. Warburg Securities in Tokyo.

"But even that is worse than expected," he said.

Stephen Usher, who follows the industry for Kleinwort Benson International in Tokyo, said the August decline cannot be qualified.

"These are very, very bad numbers," he said. "This is not the spike that signals it has hit bottom. There are more bad numbers to come."

The sharp decline was led by an unexpectedly sharp falloff in the large-car segment, over 2.0 liters, which had sustained double-digit growth rates since April 1989. Sales in the segment plunged 18.3 percent to 36,209 units.

Analysts linked the slide to increasing economic skittishness in Japan, and said it was not a one-month phenomenon.

"The worrying part about the drop in large car sales is that most companies were making good money on that market," said Keith Donaldson of Salomon Brothers in Tokyo. "And the big boom is over."

The drop in large-car sales also affected imports. The segment fell 7.6 percent to 14,057 units, although it was propped by a 54.7 percent surge for Volkswagen, which began selling its long-awaited Golf III here.

General Motors reported a 19.4 percent drop in August to 573 units.

Ford sales were up 12.8 percent to 246, sustained in part by demand for the Taurus wagon and the clearance of Probe inventory for the new model. Chrysler was up 24.8 percent to 146.

U.K. sales come up short

ED WENDT
Staff Correspondent

LONDON — New-car sales in the United Kingdom appear to be headed for their worst year since 1982 following tepid registrations in August, the month when the industry traditionally posts nearly 25 percent of its full-year sales.

The Society of Motor Manufacturers and Traders, the industry trade group, reported Friday that August sales rose a sluggish 1.7 percent from a down month a year earlier, to 373,804 units.

Industry executives and analysts had said that August sales needed to top 400,000 units to keep full-year sales from falling below the 1991 total of 1.59 million units.

But with registrations through August off 2.5 percent, several suggested the industry now appears to be headed for total 1992 sales of about 1.55 million units — a level last seen 10 years ago.

Battered by recession, high interest rates and restrictive tax policy, car sales slid in 1990 and 1991 from a record 2.3 million units in 1989.

Sales have not fallen for three consecutive years since before World War II.

"August is definitely below our expectations," said Bill Ebbert, chairman of General Motors/Vauxhall, Britain's second biggest carmaker after Ford Motor Co. "It is pointing to the fact that whatever recovery we are going to see is sometime ahead."

Ebbert called on the government to take immediate steps to revive the economy.

"Unemployment rates are still high, interest rates are still high, and the housing market is down," Ebbert said. "Until things start coming back, it is questionable when consumer confidence will return."

Among Britain's Big Three, Ford sales through August were off 5.7 percent from a year earlier to 270,283; Vauxhall was up 3.6 percent to 197,860; and Rover Group slid 16.6 percent to 145,057.

Japanese hikes top Big 3

Jaguar cuts prices by dropping V-12

JACK KEEBLER
Staff Reporter

A "kindler, gentler" import price season took shape last week as Toyota, Lexus, Infiniti, Saab and Jaguar pinned stickers on their 1993 models.

Toyota, Lexus and Infiniti raised prices more than the preliminary increase of 2.17 percent for 1993 Big 3 cars, indicating they will be less competitive. Jaguar posted an overall price cut of 3 percent, but it got there by deleting its 12-cylinder engine and escaping from the gas-guzzler tax.

The Big 3 price edge under the Japanese is even wider than it first appears, as the Japanese raised prices an average of 2.8 percent last spring, and the Big 3 did not.

Mazda Motor of America Inc. has already announced an increase of 2.9 percent, or $422, for 1993, and Mercedes-Benz of North America has held the line on its 190 series and announced slight increases on some of its flagship S-class cars.

Toyota's increase of 2.6 percent, or $375, on comparably equipped models comes nearly a year after George Borst, vice president of strategic and product planning, came to Detroit promising a "kinder, gentler" Toyota while predicting market share gains for the Big 3. His sales predictions have largely come true, although the market has not grown as much as he expected.

The Big 3 have gained. Japanese makes held 25.9 percent of the car and light-truck market at the start of the 1992 model year. They had 24.3 percent through August. The Big 3's share has risen from 70.2 to 72.1 percent.

NO MIDYEAR HIKE SEEN

Despite "Buy American" pitches and its own midyear price increase, Toyota Motor Sales has increased sales this year. But combined market share for Toyota and Lexus has slipped a tenth of a percentage point.

Borst predicts more growth for the Big 3, the U.S. market and Toyota.

"Don't believe for one minute that because of the predicted gains in sales, share and profitability by the Big 3 that there is a retreat on at Toyota," said Borst, who introduced the new Corolla in Detroit last week.

He said Toyota does not plan any additional price increases for 1993 models.

"I'd like to see this as the only increase for 1993," he said. "We'll adjust as conditions adjust. But Toyota is not planning any midyear increase at this time.

"You know, our pricing was adjusted four times over the last two years. And we unfortunately led the industry in pricing. But by doing it then and taking that early, we got the yen-dollar situation much better adjusted than, I think, a lot of others."

On comparably equipped models, Toyota's price hikes range from 1.9 percent, or $210, on the Paseo to 3.9 percent, or $446, on the new Corolla. Prices of the 4Runner sport-utility were not increased.

Without adjusting for year-to-year equipment changes, Toyota's 1993 cars and trucks are up an average of 3.68 percent, or $568. That

see PRICES, 43

1993 IMPORT PRICES

(Not adjusted for equipment changes)

	1993 price	Change from final 1992 price
TOYOTA		
Tercel		
2-door	$ 7,848	+$ 650
Deluxe 2-door	9,678	+ 880
Deluxe 4-door	9,778	+ 880
LE 4-dr.	11,308	+ 970
Corolla		
4-door	11,198	+ 1,480
Deluxe 4-door	12,298	+ 1,560
LE 4-door	15,218	+ 2,240
Deluxe wagon	12,978	+ 1,550
Paseo		
2-door	11,492	+ 740
Celica		
ST 2-door	14,198	+ 280
GT 2-door	16,708	+ 330
GT convertible	21,768	+ 430
GT 3-door	16,848	+ 330
GT-S 3-door	18,428	+ 360
All-Trac 3-door (awd)	28,298	+ 5,350
Camry		
Deluxe 4-door	15,158	+ 360
LE 4-door	17,908	+ 410
XLE 4-door	19,878	+ 450
Deluxe V-6 4-door	17,918	+ 590
LE V-6 4-door	19,868	+ 640
XLE V-6 4-door	21,878	+ 700
SE V-6 4-door	19,138	+ 610
Deluxe wagon	17,288	+ 390
LE wagon	19,228	+ 430
LE V-6 wagon	21,208	+ 680
MR2		
2-door	18,368	+ 710
2-door (T-bar)	20,228	+ 1,570
Turbo 2-door (T-bar)	23,998	+ 2,780
Previa		
Deluxe	18,498	+ 980
LE	23,258	+ 510
Deluxe All-Trac	22,348	+ 1,110
LE All-Trac	26,068	+ 550
4Runner		
SR5 4-door (4wd)	18,938	0
SR5 V-6 4-door (4wd)	20,778	0
SR5 V-6 4-door (2wd)	19,918	0
Land Cruiser		
Wagon	31,178	+ 4,520
Pickup Trucks (2wd)		
Short bed	9,188	+ 190
Deluxe short bed	$10,206	+$ 270
Deluxe long bed	10,748	+ 280
Deluxe Xtra cab	11,668	+ 300
Deluxe V-6 Xtra cab	12,798	+ 320
SR5 V-6 Xtra cab	14,638	+ 300
Pickup Trucks (4wd)		
Deluxe short bed	13,518	+ 370
Deluxe short bed (on demand)	13,718	+ 370
Deluxe short bed V-6	14,718	+ 400
Deluxe Xtra cab	14,998	+ 210
LEXUS		
ES300 4-door	27,500	+ 950
SC300 2-door	34,700	+ 2,000
LS400 4-door	46,600	+ 2,300
SC400 2-door	41,400	+ 2,000
INFINITI		
G20 4-door	19,500	+ 400
J30 4-door	34,000	+ 1,000
Q45 4-door	45,400	+ 1,300
JAGUAR		
XJ6 4-door	49,750	+ 250
Vanden Plas 4-door	56,750	+ 2,250
XJS 2-door	49,750	– 10,750
XJS convertible	56,750	– 10,750
SAAB		
900S		
3-door hatch	20,345	+ 465
4-door	20,960	+ 465
Convertible	32,160	+ 800
900 Turbo		
3-door hatch	30,555	+ 1,195
Convertible	37,060	+ 830
9000-CS		
5-door hatch	25,725	+ 260
Turbo 5-door hatch*	29,720	—
9000-CSE		
5-door hatch	31,060	+ 2,265
Turbo 5-door hatch	35,055	– 1,890
9000-CD		
4-door*	24,825	—
Turbo 4-door	28,820	—
9000-CDE		
4-door	30,830	+ 800
Turbo 4-door	34,825	– 1,870

*No comparable 1992 model

Saab has changed its model designations for 1993. Some of the models in this comparison had different names for 1992.

Toyota unveils new Corolla ➤ 26

Borst tries again to predict future market

JACK KEEBLER
Staff Reporter

DETROIT — A year ago, Toyota Vice President George Borst predicted that gains in Big 3 market share would lead a 1.5 million jump in car and light-truck sales in 1992.

Through August, the Big 3's gain of 1.9 points of market share year was more than he predicted. The sales increase has been less. Sales were up 283,340 units through August, indicating a full-year gain of less than half a million.

Here are some of his latest predictions for the U.S. car and light-truck market.

1992 calendar year: Total market up 5.5 percent to 13 million. Cars will rise 3 percent to 8.4 million; trucks will gain 11 percent to 4.6 million.

Each of the Big 3 will gain sales, for a combined 2.2 percent increase in market share.

JOE WILSSENS/AUTOMOTIVE NEWS

Toyota vice president George Borst predicts Japanese makers will lose 3.3 points of market share this year.

Borst said Toyota expects Japanese makers to lose 3.3 points of market share in light trucks and 1 point in cars.

1993 calendar year: Total sales up 6.0 percent to 13.8 million with 9 million cars and 4.8 million trucks.

Domestic makes will improve their car market share by half a percentage point, to 65.8 percent, and lose half a point in light trucks. The Japanese and domestics will increase sales.

The 1992 forecast is down from Borst's earlier prediction of 14.2 million.

"Hopefully by 1994, the industry may once again approach 14.5 to 15 million units," he said.

Toyota, he said, will continue to gain market share. During the last 18 months, Toyota has invested in five product programs, he said, and there will be six more in the next 12 months.

"You can certainly add Toyota's name to the growing list of companies frustrated by the elusive and very slow economic recovery," said Borst. "Having just come from the '80s environment with all the emphasis on instant gratification, it's difficult to adjust to the sluggish pace of this recovery."

Positive Outlook

Service managers foresee more business

By: Al Fleming

Dealership service bosses think the auto business is going to get better in 1993.

Over 91 percent of service managers responding to *Automotive News'* annual survey said they expect their dealerships' sales and profits will climb next year. Over 88 percent said their service department sales and profits will rise in 1993.

Survey participants work for dealer franchises representing 45 car and light-truck makes.

The survey confirms last month's report by the National Automobile Dealers Association that "a slow rebuilding is under way, dealership efficiency has reached new heights (and) service work has taken on added importance."

Increased service and parts profits helped dealerships maintain a net profit before taxes of 1 percent for 1991, the same as in 1989 and 1990.

In fact, service and parts profits provided virtually all dealership profits in 1991, as a substantial loss in new-vehicle revenues erased modest profits earned with used vehicles.

An even healthier service business seems to lie ahead. A solid 67.3 percent of service managers responding to the *Automotive News* survey made in July said they expect service department sales and profits will be higher in 1992 than in 1991. An even greater 88.1 percent said they look for further jumps in 1993. □

Al Fleming is industry editor for Automotive News.

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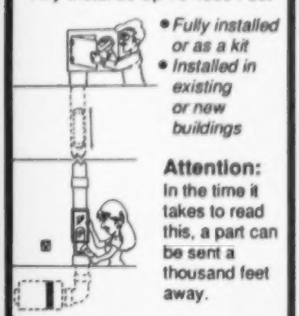
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Automotive News Survey of Dealer Service Managers

Note: In some cases, totals do not add to 100 percent because either multiple responses to a question were given or no response was given.

Are your dealership's total sales and profits higher or lower in 1992 than in 1991?

Higher	61.4%
Lower	17.8%
About the Same	17.8%
No answer	03.0%

Do you expect your dealership's total sales and profits will increase or decrease in 1993 over 1992?

Increase	91.1%
Decrease	00.0%
About the Same	08.9%

Are your service department sales and profits higher or lower in 1992 than in 1991?

Higher	03.0%
Lower	09.0%
About the Same	06.0%
No Answer	03.0%

Do you expect your service department sales and profits will increase or decrease in 1993 over 1992?

Increase	88.1%
Decrease	01.0%
About the Same	10.9%

What percentage of your dealership's total sales are service and parts sales?

0-10% of total sales	10.1%
11-20% of total sales	25.3%
21-30% of total sales	17.7%
31-40% of total sales	12.7%
41-50% of total sales	16.5%
51-60% of total sales	05.1%
61-70% of total sales	07.6%
71-80% of total sales	03.8%
81-90% of total sales	01.2%
Over 90% of total sales	00.0%

What is the service & parts absorption rate (service & parts gross profits as percentage of fixed overhead) at your dealership?

0-10% absorption rate	01.2%
11-20% absorption rate	00.0%
21-30% absorption rate	04.8%
31-40% absorption rate	07.1%
41-50% absorption rate	09.5%
51-60% absorption rate	08.3%
61-70% absorption rate	17.9%
71-80% absorption rate	26.1%
81-90% absorption rate	14.3%
91-99% absorption rate	06.0%
100%-plus absorption rate	04.8%

Is finding competent service technicians more difficult this year than last year?

More difficult	41.6%
Less difficult	14.8%
About the same	38.6%
No answer	05.0%

Do you have women service technicians?

Yes	01.0%
No	98.0%
No answer	01.0%

How many hours a week is your service department open?

Less than 45 hours	05.9%
45-50 hours	19.8%
51-55 hours	31.7%
56-60 hours	26.7%
More than 60 hours	15.9%

Is the factory putting more emphasis on improving customer service?

Yes	99.0%
No	00.0%
No answer	01.0%

Is the factory helping you improve customer service?

Yes	87.1%
No	11.9%
No answer	01.0%

Is the factory helping to pay for better customer service?

Yes	65.3%
No	32.7%
No answer	02.0%

Is the factory requiring you to invest in more service equipment and/or training?

Yes	93.1%
No	06.9%

What is your most profitable service operation?

Tune-up	24.7%
Brakes	21.8%
Transmission	08.9%
Wheel alignment	08.9%
Engine overhaul	06.9%
Body shop	05.0%
Rustproofing	03.0%
Other	16.8%
No answer	04.0%

Are domestic-make vehicles more profitable or less profitable to service than import makes?

More profitable	13.9%
Less profitable	19.8%
About the same	12.9%
No answer	53.4%

Has your department purchased any new service equipment this year?

Yes	82.2%
No	16.8%
No answer	01.0%

What kind of service equipment have you purchased this year (top 5)?

Air conditioner recycler	30.7%
Lifts	13.0%
Service bay diagnostic system	08.4%
Service tools	06.9%
Brake lathe	05.3%

Does your department plan to purchase any new service equipment next year?

Yes	80.4%
No	31.7%
No answer	07.9%

What kind of service equipment do you plan to purchase next year (top 5)?

Lifts	17.8%
Air conditioner recycler	17.8%
Front end alignment	12.3%
Diagnostic equipment	05.4%
Wheel balancers	05.4%

Do environmental demands (oil recycling, hazardous material waste disposal, battery disposal, etc.) increase or decrease your department's profitability?

Increase	07.9%
Decrease	63.4%
About the same	28.7%

Are you subcontracting service work out to specialists for jobs such as electronic instrument clusters and sunroofs?

Yes	68.3%
No	30.7%
No answer	01.0%

What kind of service work do you subcontract (top 5)?

Sunroofs	24.7%
Radios	15.8%
Glass work	11.8%
Trim work	08.9%
Body work	06.9%
Instrument clusters	06.9%
Radiators	06.9%

Does your service department offer quick lube/oil change service?

Yes	67.3%
No	32.7%

If yes, how profitable is quick lube/oil change service?

Very	11.8%
Somewhat	55.8%
Not at all	22.1%
No answer	10.3%

Does your service department offer detailing to customers (i.e., painstaking cleaning and polishing of a vehicle for a premium charge)?

Yes	63.4%
No	36.6%

Is yes, how profitable is detailing?

Very	40.6%
Somewhat	53.1%
Not at all	04.7%
No answer	01.6%

What was your total compensation last year as service manager, including salary, overtime, bonus, etc.?

Less than $20,000	02.0%
$20,000-$29,999	05.9%
$30,000-$39,999	10.9%
$40,000-$42,000	15.8%
$50,000-$59,000	20.9%
$60,000-$69,999	16.8%
$70,000-$79,999	10.9%
$80,000-$89,999	06.9%
$90,000 or more	06.9%
No answer	03.0%

Toyota unveils bigger Corolla

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Following what seems to be an industry trend, Toyota Motor Sales U.S.A. Inc. is replacing one of its most popular products with a car that is longer and wider and has more rounded lines.

As Toyota did with the Camry last year, the company is moving the 1993 Corolla farther and farther from its roots as a small, boxy Japanese economy car.

INTRO-'93

The redesigned Corolla is almost two inches longer and one inch wider, and the wheelbase has been stretched 1.3 inches. The new car will be classified as a compact by the EPA, rather than a subcompact.

Toyota's redesigned Corolla LE sedan is available with a four-speed electrically controlled automatic transmission and anti-lock brakes.

The new Corolla was introduced a year ago in Japan, but sales in that country have been disappointing because the model was moved upscale.

The Corolla also is the foundation of Chevrolet's Geo Prizm. All the Prizms and about 70 percent of the Corollas sold in the United States will be built at New United Motor Manufacturing Inc., the Toyota-General Motors joint-venture factory in California.

As with all 1993 Toyota cars, the Corolla will have a standard driver-side airbag. Adjustable front seat belts have been added for a more comfortable fit.

The Corolla sits neatly between Toyota's two other volume sedans, the Camry and the price-leading Tercel. It is 10.2 inches longer than the Tercel and 15.8 inches shorter than the Camry. It's also about four inches shorter than the Saturn sedan and one inch shorter than the four-door Honda Civic.

The sedan is offered in three trim levels — Standard ($11,198), DX ($12,298) and LE ($15,218). A wagon ($12,978) is available in the DX series.

Only one wagon is offered in the Corolla line, this DX model; the All-Trac wagon no longer is offered.

The instrument panel has been updated with larger, easier-to-reach controls.

The 1.6-liter, 16-valve, double overhead camshaft engine is still standard in the base model. The DX and LE models have a new 115-horsepower, 1.8-liter engine. Horsepower in the base engine has risen from 102 to 105, except in California, where emission requirements limit the output to 100 hp.

Toyota says it has reduced engine noise and vibration by adding fluid-filled mounts between the body and engine.

Toyota has added asphalt coating and made other changes to the sheet metal to reduce road noise. Wind noise has been cut by reducing the gap between hood and trunk surfaces from seven millimeters to four.

TOYOTA FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Corolla	97.0	172.0	66.3	53.5	2,447	1.6L, I-4	fwd	4-dr., wgn.

Hall of Fame to induct 7 auto leaders

MIDLAND, Mich. — Seven leaders of the automotive industry will be enshrined in the Automotive Hall of Fame on Oct. 1.

Special tribute will be paid to Frederick Mancheski, chairman of Echlin Inc., an automotive replacement parts supplier in Branford, Conn., as the Automotive Industry Leader of the Year.

Luis Estrada, president of Trader Vic's Used Cars in Pacoima, Calif., will receive the award for young leadership and excellence.

The Hall of Fame is located at Northwood Institute in Midland, Mich. The banquet will be held at the Westin Hotel in Detroit.

The seven inductees are:

- Lee Hunter, deceased, for his inventions that have improved automotive maintenance.
- Wilton Looney, retired chairman of Genuine Parts Co., for developing the concept of a partnership between supplier and customer.
- Henry Nave, president of White Motor Co. and Mack Trucks, for introducing new sales and merchandising techniques to the heavy-truck industry.
- Donald Petersen, former chairman of Ford Motor Co., for leadership in product planning, design and new technology.
- Charles Pilloid Jr., for his contribution to Goodyear Tire and Rubber Co.'s worldwide sales growth.
- James Roche, former General Motors chairman, for his dedication to equal employment opportunity.
- Carroll Shelby, for designing reasonably priced sports cars.

For more information, call (517) 631-5760.

Chrysler leads gains by Volkswagen's rivals in Mexico

MEXICO CITY — A labor dispute at Volkswagen de Mexico's assembly plant hit the company hard in July, as the market's leader saw car and truck sales fall 13.8 percent.

VW's July production fell 33.0 percent from July 1991 levels, after an intra-union squabble led to a company lockout. When work resumed Aug. 24, VW had lost more than a month of production, including the new Golf and Jetta.

VW's troubles leave its rivals in good shape to gain ground. Ford, Nissan and Chrysler — the closest competitors to VW's small cars — all showed strong gains for their Mexican-built cars. They were paced by Chrysler's 34.3 percent gain in July new-car sales.

Despite VW's troubles, the five automakers posted a combined 5.1 percent sales gain for July. After seven months, sales stood 11.1 percent ahead of last year's pace. Production among the five firms dropped 6.4 percent in July, but at 637,625 is still well ahead of last year's seven-month totals.

MEXICO CAR AND TRUCK SALES

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
Cars	6,439	4,793	48,643	33,139
Trucks	4,575	2,951	30,841	25,782
Imports	3	3	340	542
CHRYSLER	**11,017**	**7,747**	**79,824**	**59,463**
Cars	6,220	5,597	38,042	34,985
Trucks	5,314	5,658	35,625	34,988
Imports	0	19	196	1,679
FORD	**11,534**	**11,274**	**73,863**	**71,652**
Cars	3,570	4,164	30,848	24,110
Trucks	6,460	6,795	43,921	41,693
Imports	2	254	1,676	2,877
GM	**10,032**	**11,213**	**76,445**	**68,680**
Cars	9,509	8,638	55,253	51,315
Trucks	3,955	3,614	21,985	20,739
Imports	1,309	3	2,668	685
NISSAN	**14,773**	**12,255**	**79,906**	**72,739**
Cars	11,479	13,331	86,614	85,010
Trucks	952	1,089	8,003	6,759
Imports	2	1	4	59
VOLKSWAGEN	**12,433**	**14,421**	**94,621**	**91,828**
Cars	37,217	36,523	259,400	228,559
Trucks	21,255	20,107	140,375	129,961
Imports	1,316	280	4,884	5,842
TOTAL BIG 5	**59,789**	**56,910**	**404,659**	**364,362**
OTHER TRUCK MAKERS	**2,433**	**2,869**	**18,112**	**15,733**
TOTAL INDUSTRY	**62,222**	**59,779**	**422,771**	**380,095**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK PRODUCTION

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
Cars for Mexico	6,201	6,094	48,649	34,359
Cars for export	3,863	4,452	47,555	37,183
Trucks for Mexico	4,926	4,397	31,666	27,327
Trucks for export	2,073	53	16,376	3,228
CHRYSLER	**17,063**	**14,996**	**144,246**	**102,097**
Cars for Mexico	6,325	5,293	38,569	35,325
Cars for export	10,162	8,813	79,670	51,724
Trucks for Mexico	5,335	5,549	36,072	34,844
FORD	**21,822**	**19,655**	**154,311**	**121,893**
Cars for Mexico	2,652	3,940	30,849	23,312
Cars for export	6,427	9,095	43,201	46,680
Trucks for Mexico	5,847	7,193	43,970	42,213
GM	**14,926**	**20,228**	**118,020**	**112,214**
Cars for Mexico	9,463	8,618	55,276	51,399
Cars for export	2,620	2,115	12,945	10,512
Trucks for Mexico	3,953	3,453	21,991	20,760
Trucks for export	1,154	797	6,802	3,810
NISSAN	**17,190**	**14,983**	**97,014**	**86,481**
Cars for Mexico	10,063	14,168	81,051	84,598
Cars for export	3,040	5,820	34,287	32,671
Trucks for Mexico	1,060	1,145	8,696	6,767
VOLKSWAGEN	**14,163**	**21,133**	**124,034**	**124,036**
Cars for Mexico	34,704	38,113	254,394	228,993
Cars for export	26,112	30,295	217,658	178,779
Trucks for Mexico	21,121	21,737	142,395	131,911
Trucks for export	3,227	850	23,178	7,038
TOTAL BIG 5	**85,164**	**90,995**	**637,625**	**546,721**
Trucks for Mexico	2,339	2,776	16,575	15,804
Trucks for export	0	1	0	3
OTHER TRUCK MAKERS	**2,339**	**2,777**	**16,575**	**15,807**
TOTAL INDUSTRY	**87,503**	**93,772**	**654,200**	**562,528**

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

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FLEETS

Big 3 trim fleet sales

continued from PAGE 1

total and a fourth of the overall passenger-car market. Automakers put even more of their sales in the fleet column, such as those in manufacture- or dealer-sponsored leasing programs, but the Polk-*Automotive News* compilation treats those as retail sales since customers choose them one at a time.

Through the first half, Ford Motor Co., Chrysler Corp. and General Motors managed to withdraw from the levels of dependence on fleet sales they displayed in 1991, when the Gulf War wrecked the retail market. Their total fleet registrations dropped from 977,466 units in the first half of 1991, 36.4 percent of their total registrations, to 919,599 in 1992, 34.1 percent of their total. The full-year drop will probably be much steeper.

Analyst Chris Cedergren of AutoPacific believes Big 3 sales to rental companies will decline 300,000 to 350,000 units this year. But the first-half figures are distorted because rental companies increased their vehicle purchases earlier this summer when the airlines' ticket-price wars spurred business. "Late May and June came around, and all the rental companies said, 'We're going to rent cars like crazy.' They ordered a tremendous number of cars."

Some of those cars came from the Big 3. Ford, for instance, moved up deliveries planned for July and August, said Ford analyst Joel Pitcoff, "but we couldn't add any units" to production schedules to satisfy rental company demand.

"I suspected when I saw some of the numbers in June that they may have gotten some port units (not yet ordered by a dealer) from the Japanese," said Pitcoff.

Demand from the rental market in the first half coincided with a drop in retail demand for Japanese cars. In Nissan's case, Cedergren said, "they wanted to see if they could shore up that loss" by pricing Sentras for the fleet market.

"Basically, they're just trying to wait for the '93 model year. The Altima will probably erase that decline (in retail sales), based on its pricing," Cedergren said.

He sees the increasing fleet presence of Nissan and Toyota as beneficial to them, especially because of the exposure it brings their cars in markets where their sales are below average, like the Midwest.

At the same time, Cedergren said, oversaturation in the rental business such as the Big 3 have had "can hurt the resale value of your product. It kind of makes your product look too common. But done right, it acts as a good sales tool."

Cars sold to rental companies are commonly described as "less profitable" for factories than cars sold to dealers for retail delivery or sold to other fleets. The Big 3 and several Japanese makers offer discounts on certain fleet sales.

The Polk numbers clearly show shifts among nameplates, but they don't show model changes. Cedergren said several stories are occurring in the model and body-style arenas:

- Cadillac basically transferred its fleet sales "from the old Seville to the DeVille."
- The rebound in Chrysler brand fleet sales is partly a move of units from Plymouth and Dodge. "For the '92 model year, Chrysler took the top two trim levels of Acclaim and rebadged them as LeBarons," on which profits are better.
- Chrysler Corp. successfully moved fleets from the Dodge Shadow convertible to the more profitable LeBaron convertible, which had "an extremely strong May and June" with fleets. The sales surge means the LeBaron probably will regain its crown as best-selling convertible from the Mazda Miata this year.

Are numbers helpful?

Are these fleet registration figures by nameplate (listed below) from R.L. Polk & Co. helpful? Could they be more useful?

We'd like to hear from you. If you want to influence the future use of registration figures by *Automotive News*, please write:

William R. Diem
Assistant Managing Editor
Automotive News
1400 Woodbridge Ave.
Detroit, MI 48207

Or fax: 313-446-0383.

Variety of fleets in Polk count

Fleet figures from R.L. Polk are not perfect for measuring program cars. The bulk of Polk's leasing and rental category is daily rental firms such as the Hertz Corp. and Avis Inc., but it includes some commercial lease operations such as PHH Corp.'s FleetAmerica.

Cars registered to large leasing companies often amount to company cars. For instance, DuPont provides some employees with leased cars from PHH.

The commercial and government category includes cars registered by businesses and units of government, including police cars. Figures are based on state registrations, not company announcements.

Registrations are counted as fleet when 10 or more are registered by a single company within a year. If Tom's Delivery Service registered nine cars in the first six months, they are still considered retail. If it registers another car in August, all 10 move into the fleet column. Thus, Polk's latest numbers are always the most accurate.

The *Automotive News* fleet figures do not include cars registered to manufacturers, dealers or financial institutions. Those units usually amount to individual leases.

In total, the fleet registration numbers also provide a reliable guide to their opposite number, the retail market, where purchase and lease acquisition decisions are made one-by-one. Thus, overall car registrations for the first six months this year were down slightly, but subtracting fleet cars reveals that retail registrations rose 1 percent, 3,014,820 in 1991 to 3,044,674 this year.

— *William R. Diem*

U.S. FLEET REGISTRATIONS, PASSENGER CARS—6 months, 1992 vs. 1991

Make	Commercial & government		Rental & lease		Total registrations fleet		Total registrations nameplate		Fleet % share of nameplate registrations	
	1992	1991	1992	1991	1992	1991	1992	1991	1992	1991
Acura	145	624	1,305	2,336	1,450	2,960	62,275	67,993	2.3	4.4
Alfa Romeo	3	9	174	171	177	180	1,409	1,774	12.6	10.1
Audi	36	78	97	174	133	252	6,750	6,647	2.0	3.8
BMW	84	148	648	955	732	1,103	26,389	24,898	2.8	4.4
Buick	3,539	4,557	76,582	75,218	80,121	79,775	264,307	272,237	30.3	29.3
Cadillac	547	815	32,873	35,866	33,420	36,681	110,021	104,426	30.4	35.1
Chevrolet	27,920	49,311	184,074	183,880	211,994	233,191	532,017	600,740	39.8	38.8
Chrysler	941	521	30,675	21,210	31,616	21,731	70,850	66,922	44.6	32.5
Daihatsu	14	2	100	38	114	40	4,078	2,838	2.8	1.4
Dodge	8,180	7,624	38,086	76,512	46,266	84,136	140,758	172,897	32.9	48.7
Eagle	75	98	604	604	679	702	26,914	28,793	2.5	2.4
Ford	47,921	33,576	185,454	176,042	233,375	209,618	599,773	546,126	38.9	38.4
Honda	1,767	1,446	7,688	6,668	9,455	8,114	301,004	330,404	3.1	2.5
Hyundai	163	167	4,607	556	4,770	723	52,994	58,258	9.0	1.2
Infiniti	35	35	363	178	398	213	19,071	14,339	2.1	1.5
Isuzu	35	25	23	250	58	275	5,537	6,106	1.0	4.5
Jaguar	17	98	96	959	113	1,057	4,242	5,486	2.7	19.3
Lexus	198	210	1,143	713	1,341	923	44,210	27,969	3.0	3.3
Lincoln	1,157	2,433	34,087	50,780	35,244	53,213	84,443	99,635	41.7	53.4
Mazda	493	909	15,929	16,299	16,422	17,208	125,003	118,898	13.1	14.5
Mercedes-Benz	293	187	550	861	843	1,048	30,934	30,496	2.7	3.4
Mercury	2,541	2,254	56,182	45,361	58,723	47,615	199,312	189,197	29.5	25.2
Mitsubishi	122	246	15,859	22,997	15,981	23,243	74,041	81,165	21.6	28.6
Nissan	459	583	24,204	11,985	24,663	12,568	172,882	173,012	14.3	7.3
Oldsmobile	3,873	4,945	62,306	64,748	66,179	69,693	215,461	213,034	30.7	32.7
Plymouth	5,966	3,117	15,852	30,233	21,818	33,350	91,811	101,462	23.8	32.9
Pontiac	3,486	5,530	95,421	101,891	98,907	107,421	276,014	266,960	35.8	40.2
Porsche	10	22	196	456	206	478	2,090	2,522	9.9	19.0
Saab	20	36	212	176	232	212	12,598	14,125	1.8	1.5
Saturn	143	41	1,114	299	1,257	340	88,210	22,896	1.4	1.5
Subaru	131	172	6,895	11,622	7,026	11,794	48,257	54,447	14.6	21.7
Suzuki	17	12	61	25	78	37	2,751	2,392	2.8	1.5
Toyota	2,293	2,689	49,058	42,372	51,351	45,061	330,916	324,868	15.5	13.9
Volkswagen	105	242	600	1,214	705	1,456	36,901	45,780	1.9	3.2
Volvo	70	112	671	621	741	733	34,575	38,516	2.1	1.9
Other	8	19	51	1,220	59	1,239	2,464	3,706	2.4	33.4
TOTAL	**112,799**	**122,874**	**943,789**	**984,270**	**1,056,588**	**1,107,144**	**4,101,262**	**4,121,964**	**25.8**	**26.9**
TOTAL BIG 3	**106,289**	**114,822**	**813,310**	**862,644**	**919,599**	**977,466**	**2,699,891**	**2,685,325**	**34.1**	**36.4**
TOTAL JAPAN	**5,709**	**6,953**	**122,628**	**115,483**	**128,337**	**122,436**	**1,190,025**	**1,204,431**	**10.8**	**10.2**
TOTAL EUROPE	**635**	**923**	**3,070**	**5,416**	**3,705**	**6,339**	**154,479**	**168,470**	**2.4**	**3.8**
GM	39,508	65,199	452,370	461,902	491,878	527,101	1,486,030	1,480,293	33.1	35.6
Ford	51,619	38,263	275,723	272,183	327,342	310,446	883,528	834,958	37.0	37.2
Chrysler	15,162	11,360	85,217	128,559	100,379	139,919	330,333	370,074	30.4	37.8
Toyota/Lexus	2,491	2,899	50,201	43,085	52,692	45,984	375,126	352,837	14.0	13.0
Honda/Acura	1,912	2,070	8,993	9,004	10,905	11,074	363,279	398,397	3.0	2.8
Nissan/Infiniti	494	618	24,567	12,163	25,061	12,781	191,953	187,351	13.1	6.8
VW/Audi	141	320	697	1,388	838	1,708	43,651	52,427	1.9	3.3

Source: R.L. Polk and Co.

PRICES

Japanese increases top Big 3 hikes

continued from PAGE 6

compares with 2.98 percent, or $531, for the Big 3.

OTHER PRICE HIKES

Lexus Division hiked comparably equipped models an average of 2.9 percent, or $1,013. Passenger-side airbags now are standard on the top-of-the-line LS400 sedan and on both Lexus coupes.

Infiniti raised prices $400 on the G20, $1,000 on the J30 and $1,300 on the Q45. All are four-door sedans.

Automotive News estimates the increase at 2.5 percent, or $783 on comparably equipped models.

Much of Jaguar's price cut was achieved by pulling the V-12 engine out of the XJS coupe and convertible.

A six-cylinder powerplant now drives the sports cars and the XJ6 sedans.

By dumping the V-12, Jaguar escapes the gas-guzzler tax, which was $2,400 on the coupe and $3,000 on the convertible. The sticker on each of the sports cars is $10,750 less for 1993. The sedans now have driver-side airbags.

Saab said its 1993 prices are up an average of 1.8 percent, which *Automotive News* estimates at about $500.

Saab model designations have been changed for 1993, making comparisons difficult.

Senior Editor John K. Teahen Jr. in Detroit contributed to this report.

Chrysler picks Sidlik for new VP position

HIGHLAND PARK, Mich. — Chrysler Corp. last week named Thomas Sidlik to the newly created post of vice president of customer satisfaction and vehicle quality.

Sidlik will report to Vice Chairman Robert Eaton. Sidlik, who joined Chrysler in 1980, has been executive director of sales and marketing planning and warranty programs.

Sidlik's duties: customers, quality

The new organization Sidlik will direct includes the corporation's activities that relate to customer requirements and expectations, Chrysler said.

Also last week, Thomas Gallagher was named vice president of employee relations. He replaces Anthony St. John, who retired. Gallagher had been executive director of employee relations.

He will direct a realigned department that includes union relations and security operations, health care and benefit administration, occupational safety and health services, personnel planning and administration, and joint training activities at the UAW/Chrysler National Training Center.

Gary Valade was named vice president of corporate personnel. He had been vice president of personnel, administration and development.

Valade will lead departments that include compensation and benefits planning; the group personnel offices at Chrysler Center, Chrysler Technology Center and manufacturing; equal employment planning; facilities and services; personnel department; training; and Chrysler Pentastar Aviation Inc.

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U.S. CAR AND LIGHT-TRUCK SALES, AUGUST — 1992 vs. 1991 (ranked by car and light-truck total sales)

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Changes Share (Points)	Changes Sales (Percent)
Ford	93,288	90,188	14.5	13.1	125,102	100,748	31.1	28.2	218,390	190,936	20.9	18.2	2.6	14.4
Chevrolet/Geo†	75,052	84,708	11.6	12.3	104,372	90,038	25.9	25.2	179,424	174,746	17.1	16.7	0.5	2.7
Toyota	57,747	65,894	9.0	9.5	23,139	28,900	5.8	8.1	80,886	94,794	7.7	9.0	−1.3	−14.7
Honda	60,899	68,207	9.4	9.9	—	—	—	—	60,899	68,207	5.8	6.5	−0.7	−10.7
Dodge	21,694	21,299	3.4	3.1	37,768	32,701	9.4	9.2	59,462	54,000	5.7	5.2	0.5	10.1
Nissan	35,366	36,747	5.5	5.3	18,252	16,116	4.5	4.5	53,618	52,863	5.1	5.0	0.1	1.4
Pontiac	35,739	35,494	5.5	5.1	2,211	1,909	0.5	0.5	37,950	37,403	3.6	3.6	0.1	1.5
Mercury	35,727	31,668	5.5	4.6	1,387	0	0.3	0.0	37,114	31,668	3.5	3.0	0.5	17.2
Buick	36,193	42,291	5.6	6.1	—	—	—	—	36,193	42,291	3.5	4.0	−0.6	−14.4
GMC	—	—	—	—	30,810	25,130	7.7	7.0	30,810	25,130	2.9	2.4	0.5	22.6
Mazda	21,590	20,898	3.3	3.0	8,801	14,462	2.2	4.1	30,391	35,360	2.9	3.4	−0.5	−14.1
Plymouth	15,335	17,227	2.4	2.5	14,235	14,123	3.5	4.0	29,570	31,350	2.8	3.0	−0.2	−5.7
Oldsmobile	25,500	36,277	4.0	5.3	1,662	2,987	0.4	0.8	27,162	39,264	2.6	3.7	−1.2	−30.8
Jeep	—	—	—	—	21,039	15,574	5.2	4.4	21,039	15,574	2.0	1.5	0.5	35.1
Cadillac	13,650	15,777	2.1	2.3	—	—	—	—	13,650	15,777	1.3	1.5	−0.2	−13.5
Saturn	12,038	7,000	1.9	1.0	—	—	—	—	12,038	7,000	1.1	0.7	0.5	72.0
Acura	11,146	12,734	1.7	1.8	—	—	—	—	11,146	12,734	1.1	1.2	−0.2	−12.5
Lincoln	10,949	12,574	1.7	1.8	—	—	—	—	10,949	12,574	1.0	1.2	−0.2	−12.9
Chrysler	9,484	6,784	1.5	1.0	996	222	0.2	0.1	10,480	7,006	1.0	0.7	0.3	49.6
Hyundai	10,475	13,406	1.6	1.9	—	—	—	—	10,475	13,406	1.0	1.3	−0.3	−21.9
Mitsubishi	9,296	12,837	1.4	1.9	1,166	2,387	0.3	0.7	10,462	15,224	1.0	1.5	−0.5	−31.3
Isuzu	579	1,108	0.1	0.2	9,343	9,448	2.3	2.6	9,922	10,556	0.9	1.0	−0.1	−6.0
Lexus	8,531	6,252	1.3	0.9	—	—	—	—	8,531	6,252	0.8	0.6	0.2	36.5
Subaru	7,478	8,039	1.2	1.2	—	—	—	—	7,478	8,039	0.7	0.8	−0.1	−7.0
VW	7,159	8,579	1.1	1.2	136	479	0.0	0.1	7,295	9,058	0.7	0.9	−0.2	−19.5
Eagle	6,250	5,754	1.0	0.8	—	—	—	—	6,250	5,754	0.6	0.5	0.0	8.6
BMW	5,801	5,233	0.9	0.8	—	—	—	—	5,801	5,233	0.6	0.5	0.1	10.9
Infiniti	4,455	4,802	0.7	0.7	—	—	—	—	4,455	4,802	0.4	0.5	0.0	−7.2
Volvo	3,967	6,335	0.6	0.9	—	—	—	—	3,967	6,335	0.4	0.6	−0.2	−37.4
Mercedes	3,614	5,076	0.6	0.7	—	—	—	—	3,614	5,076	0.3	0.5	−0.1	−28.8
Saab	2,282	2,424	0.4	0.4	—	—	—	—	2,282	2,424	0.2	0.2	0.0	−5.9
Suzuki	497	484	0.1	0.1	1,642	1,302	0.4	0.4	2,139	1,786	0.2	0.2	0.0	19.8
Audi	1,446	830	0.2	0.1	—	—	—	—	1,446	830	0.1	0.1	0.1	74.2
Jaguar	554	1,237	0.1	0.2	—	—	—	—	554	1,237	0.1	0.1	−0.1	−55.2
Porsche	375	307	0.1	0.0	—	—	—	—	375	307	0.0	0.0	0.0	22.1
Daihatsu	278	485	0.0	0.1	88	234	0.0	0.1	366	719	0.0	0.1	0.0	−49.1
Land Rover	—	—	—	—	258	311	0.1	0.1	258	311	0.0	0.0	0.0	−17.0
Alfa Romeo	216	308	0.0	0.0	—	—	—	—	216	308	0.0	0.0	0.0	−29.9
Rolls/Bentley	19	20	0.0	0.0	—	—	—	—	19	20	0.0	0.0	0.0	−5.0
Peugeot	2	577	0.0	0.1	—	—	—	—	2	577	0.0	0.1	−0.1	−99.7
Sterling	—	481	—	0.1	—	—	—	—	—	481	0.0	0.0	0.0	—
Yugo	—	318	—	0.0	—	—	—	—	—	318	0.0	0.0	0.0	—
Other*	145	145	0.0	0.0	—	—	—	—	145	145	0.0	0.0	0.0	—
TOTAL	**644,816**	**690,804**	**100.0**	**100.0**	**402,407**	**357,071**	**100.0**	**100.0**	**1,047,223**	**1,047,875**	**100.0**	**100.0**	**0.0**	**−0.1**
TOTAL BIG 3	**390,899**	**407,041**	**60.6**	**58.9**	**339,582**	**283,432**	**84.4**	**79.4**	**730,481**	**690,473**	**69.8**	**65.9**	**3.9**	**5.8**
TOTAL JAPAN	**217,862**	**238,487**	**33.8**	**34.5**	**62,431**	**72,849**	**15.5**	**20.4**	**280,293**	**311,336**	**26.8**	**29.7**	**−2.9**	**−10.0**
TOTAL EUROPE	**25,580**	**31,870**	**4.0**	**4.6**	**394**	**790**	**0.1**	**0.2**	**25,974**	**32,660**	**2.5**	**3.1**	**−0.6**	**−20.5**
GM	198,172	221,547	30.7	32.1	139,055	120,064	34.6	33.6	337,227	341,611	32.2	32.6	−0.4	−1.3
Ford	139,964	134,430	21.7	19.5	126,489	100,748	31.4	28.2	266,453	235,178	25.4	22.4	3.0	13.3
Chrysler	52,763	51,064	8.2	7.4	74,038	62,620	18.4	17.5	126,801	113,684	12.1	10.8	1.3	11.5
Toyota/Lexus	66,278	72,146	10.3	10.4	23,139	28,900	5.8	8.1	89,417	101,046	8.5	9.6	−1.1	−11.5
Honda/Acura	72,045	80,941	11.2	11.7	—	—	—	—	72,045	80,941	6.9	7.7	−0.8	−11.0
Nissan/Infiniti	39,821	41,549	6.2	6.0	18,252	16,116	4.5	4.5	58,073	57,665	5.5	5.5	0.0	0.7
VW/Audi	8,605	9,409	1.3	1.4	136	479	0.0	0.1	8,741	9,888	0.8	0.9	−0.1	−11.6
†Geo	*15,949*	*19,717*	*2.5*	*2.9*	*3,296*	*3,046*	*0.8*	*0.9*	*19,245*	*22,763*	*1.8*	*2.2*	*−0.3*	*−15.5*
*Made by Japan***	*251,045*	*279,770*	*38.9*	*40.5*	*65,148*	*74,803*	*16.2*	*20.9*	*316,193*	*354,573*	*30.2*	*33.8*	*−3.6*	*−10.8*

*Includes 1992 estimated sales of 80-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.
**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 8 MONTHS — 1992 vs. 1991

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Changes Share (Points)	Changes Sales (Percent)
Ford	801,919	734,974	14.4	13.1	939,792	802,308	30.4	28.7	1,741,711	1,537,282	20.1	17.7	2.4	13.3
Chevrolet/Geo†	720,378	825,540	12.9	14.7	771,769	727,167	25.0	26.1	1,492,147	1,552,707	17.2	17.9	−0.7	−3.9
Toyota	456,387	459,610	8.2	8.2	174,509	182,148	5.6	6.5	630,896	641,758	7.3	7.4	−0.1	−1.7
Dodge	181,959	214,565	3.3	3.8	368,909	307,007	11.9	11.0	550,868	521,572	6.3	6.0	0.3	5.6
Honda	431,535	449,187	7.7	8.0	—	—	—	—	431,535	449,187	5.0	5.2	−0.2	−3.9
Pontiac	368,370	345,963	6.6	6.2	20,994	15,148	0.7	0.5	389,364	361,111	4.5	4.2	0.3	7.8
Buick	353,763	369,039	6.3	6.6	—	—	—	—	353,763	369,039	4.1	4.3	−0.2	−4.1
Nissan	245,673	256,325	4.4	4.6	106,692	115,452	3.4	4.1	352,365	371,777	4.1	4.3	−0.2	−5.2
Oldsmobile	283,061	295,078	5.1	5.3	18,890	20,628	0.6	0.7	301,951	315,706	3.5	3.6	−0.2	−4.4
Mercury	275,245	258,312	4.9	4.6	1,757	0	0.1	0.0	277,002	258,312	3.2	3.0	0.2	7.2
Plymouth	120,889	126,278	2.2	2.3	135,961	116,915	4.4	4.2	256,850	243,193	3.0	2.8	0.2	5.6
Mazda	173,953	161,580	3.1	2.9	62,624	85,757	2.0	3.1	236,577	247,337	2.7	2.9	−0.1	−4.4
GMC	—	—	—	—	225,766	192,885	7.3	6.9	225,766	192,885	2.6	2.2	0.4	17.0
Jeep	—	—	—	—	162,712	117,277	5.3	4.2	162,712	117,277	1.9	1.4	0.5	38.7
Cadillac	137,510	136,121	2.5	2.4	—	—	—	—	137,510	136,121	1.6	1.6	0.0	1.0
Saturn	129,753	40,858	2.3	0.7	—	—	—	—	129,753	40,858	1.5	0.5	1.0	—
Mitsubishi	105,326	110,792	1.9	2.0	13,655	19,377	0.4	0.7	118,981	130,169	1.4	1.5	−0.1	−8.6
Chrysler	91,360	79,748	1.6	1.4	10,333	2,461	0.3	0.1	101,693	82,209	1.2	0.9	0.2	23.7
Lincoln	100,676	123,513	1.8	2.2	—	—	—	—	100,676	123,513	1.2	1.4	−0.3	−18.5
Acura	84,684	97,729	1.5	1.7	—	—	—	—	84,684	97,729	1.0	1.1	−0.2	−13.3
Hyundai	74,994	81,852	1.3	1.5	—	—	—	—	74,994	81,852	0.9	0.9	−0.1	−8.4
Subaru	72,568	73,883	1.3	1.3	—	—	—	—	72,568	73,883	0.8	0.9	0.0	−1.8
Isuzu	6,751	9,308	0.1	0.2	60,928	66,951	2.0	2.4	67,679	76,259	0.8	0.9	−0.1	−11.3
Lexus	59,955	41,100	1.1	0.7	—	—	—	—	59,955	41,100	0.7	0.5	0.2	45.9
VW	54,144	66,269	1.0	1.2	758	4,089	0.0	0.1	54,902	70,358	0.6	0.8	−0.2	−22.0
Volvo	49,081	51,357	0.9	0.9	—	—	—	—	49,081	51,357	0.6	0.6	0.0	−4.4
BMW	43,320	34,031	0.8	0.6	—	—	—	—	43,320	34,031	0.5	0.4	0.1	27.3
Mercedes	43,207	38,253	0.8	0.7	—	—	—	—	43,207	38,253	0.5	0.4	0.1	13.0
Eagle	38,189	40,291	0.7	0.7	—	—	—	—	38,189	40,291	0.4	0.5	0.0	−5.2
Infiniti	28,802	25,832	0.5	0.5	—	—	—	—	28,802	25,832	0.3	0.3	0.0	11.5
Saab	18,283	18,494	0.3	0.3	—	—	—	—	18,283	18,494	0.2	0.2	0.0	−1.1
Suzuki	4,106	3,599	0.1	0.1	12,510	11,563	0.4	0.4	16,616	15,162	0.2	0.2	0.0	9.6
Audi	9,089	7,846	0.2	0.1	—	—	—	—	9,089	7,846	0.1	0.1	0.0	15.8
Daihatsu	4,892	4,362	0.1	0.1	2,285	2,079	0.1	0.1	7,177	6,441	0.1	0.1	0.0	11.4
Jaguar	5,820	6,412	0.1	0.1	—	—	—	—	5,820	6,412	0.1	0.1	0.0	−9.2
Porsche	2,979	3,150	0.1	0.1	—	—	—	—	2,979	3,150	0.0	0.0	0.0	−5.4
Alfa Romeo	2,211	2,672	0.0	0.0	—	—	—	—	2,211	2,672	0.0	0.0	0.0	−17.3
Land Rover	—	—	—	—	2,186	1,950	0.1	0.1	2,186	1,950	0.0	0.0	0.0	12.1
Yugo	1,412	1,826	0.0	0.0	—	—	—	—	1,412	1,826	0.0	0.0	0.0	−22.7
Peugeot	335	2,958	0.0	0.1	—	—	—	—	335	2,958	0.0	0.0	0.0	−88.7
Rolls/Bentley	243	230	0.0	0.0	—	—	—	—	243	230	0.0	0.0	0.0	5.7
Sterling	—	2,413	—	0.0	—	—	—	—	—	2,413	0.0	0.0	0.0	—
Other*	1,160	1,160	0.0	0.0	—	—	—	—	1,160	1,160	0.0	0.0	0.0	0.0
TOTAL	**5,583,982**	**5,602,510**	**100.0**	**100.0**	**3,093,030**	**2,791,162**	**100.0**	**100.0**	**8,677,012**	**8,393,672**	**100.0**	**100.0**	**0.0**	**3.4**
TOTAL BIG 3	**3,603,072**	**3,590,280**	**64.5**	**64.1**	**2,656,883**	**2,301,796**	**85.9**	**82.5**	**6,259,955**	**5,892,076**	**72.1**	**70.2**	**1.9**	**6.2**
TOTAL JAPAN	**1,674,632**	**1,693,387**	**30.0**	**30.2**	**433,203**	**483,327**	**14.0**	**17.3**	**2,107,835**	**2,176,634**	**24.3**	**25.9**	**−1.6**	**−3.2**
TOTAL EUROPE	**231,284**	**237,071**	**4.1**	**4.2**	**2,944**	**6,039**	**0.1**	**0.2**	**234,228**	**243,110**	**2.7**	**2.9**	**−0.2**	**−3.7**
GM	1,992,835	2,012,599	35.7	35.9	1,037,419	955,828	33.5	34.2	3,030,254	2,968,427	34.9	35.4	−0.4	2.1
Ford	1,177,840	1,116,799	21.1	19.9	941,549	802,308	30.4	28.7	2,119,389	1,919,107	24.4	22.9	1.6	10.4
Chrysler	432,397	460,882	7.7	8.2	677,915	543,660	21.9	19.5	1,110,312	1,004,542	12.8	12.0	0.8	10.5
Toyota/Lexus	516,342	500,710	9.2	8.9	174,509	182,148	5.6	6.5	690,851	682,858	8.0	8.1	−0.2	1.2
Honda/Acura	516,219	546,916	9.2	9.8	—	—	—	—	516,219	546,916	5.9	6.5	−0.6	−5.6
Nissan/Infiniti	274,475	282,157	4.9	5.0	106,692	115,452	3.4	4.1	381,167	397,609	4.4	4.7	−0.3	−4.1
VW/Audi	63,233	74,115	1.1	1.3	758	4,089	0.0	0.1	63,991	78,204	0.7	0.9	−0.2	−18.2
†Geo	*177,199*	*183,269*	*3.2*	*3.3*	*24,316*	*22,835*	*0.8*	*0.8*	*201,515*	*206,104*	*2.3*	*2.5*	*−0.1*	*−2.2*
*Made by Japan***	*1,976,980*	*2,028,517*	*35.4*	*36.2*	*455,039*	*501,764*	*14.7*	*18.0*	*2,432,019*	*2,530,281*	*28.0*	*30.1*	*−2.1*	*−3.9*

*Includes 1992 estimated sales of 640-Ferrari, 216-Lotus, 160-Maserati, 104-Lamborghini, and 40-Aston Martin.
**Includes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

TOP TEN VEHICLE SELLERS, AUGUST 1992

	Sales
1. Ford F-series pickup	48,985
2. Chevrolet C/K pickup	45,127
3. Honda Accord	34,788
4. Ford Taurus	27,566
5. Ford Explorer	25,376
6. Toyota Camry	25,229
7. Honda Civic	22,829
8. Ford Escort	21,149
9. Ford Ranger	19,622
10. Chevrolet S10 pickup	17,283

Source: Automotive News Data Center

SALES

13-million goal fades for year

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unit market for this year. Industry analysts and executives had pinned hopes on sales of 13.3 million to 13.5 million cars and trucks for the year.

"I cannot be very optimistic about growth in the auto industry in the current economic climate," said Takeshi Jingu, economist for Nomura Securities International Inc. in New York. "The signs are very weak, especially the employment data. I am thinking of revising my forecast downward."

Ronald Glantz, senior vice president with Dean Witter Reynolds Inc. in San Francisco, suggested that some unusual circumstances held down August sales — especially Hurricane Andrew, which devastated southern Florida and pockets of Louisiana late in the final days of the month.

"We need to take 50,000 units out of the forecasts just for the hurricane, and probably another 50,000 units for what the hurricane is doing to consumer confidence," Glantz said.

He added that some of the industry's normal volume of late-summer fleet sales was pushed into June and July to accommodate the spurt in air travel resulting from this year's fare wars.

"A lot of weird things are going on out there," he commented. "But maybe it's not as bad as it looks."

Light-truck sales continued to buoy a weaker car market in August. In the first eight months of the year, the industry sold 3,093,030 light trucks, a 10.8 percent gain from a year earlier.

Industry car sales were off nearly 46,000 in August, for a total of 644,816. For the first eight months of this year, car sales were down 18,528 units.

Ford Motor Co. alone has accounted for nearly half the improvement in truck sales. In August, Ford truck sales rose 24 percent to 125,102 units. A Ford spokesman said truck growth has led the company in a month-over-month sales increase all year.

Chrysler Corp. also experienced hefty truck growth during the month, due to increasing momentum on minivans and sport-utility sales. Chrysler sold 11,000 more trucks than in August of last year.

General Motors' high-volume Chevrolet/Geo line contributed a large share of the decline in car sales. In August, Chevrolet sales totaled 75,052, down 9,656 cars from August 1991. For the eight-month period, the line has dropped more than 105,000 sales.

By comparison, Chevrolet/Geo truck sales were up 14,000 units in August to 104,372.

"What's selling now is the type of truck that appeals to car-buyers," said Chrysler spokesman Tom Jakobowski. "Our minivans and Jeeps are doing well. We're seeing customers trading in cars for minivans." AN

DOMESTIC CAR SALES, AUGUST & YTD

	Aug. 1992	Aug. 1991	8 Mos. 1992	8 Mos. 1991
Summit	732	1,034	4,667	5,292
Talon	2,662	2,755	20,791	21,130
Premier	216	884	2,232	7,896
Vision	1,595	0	1,595	0
Total Eagle	**5,205**	**4,673**	**29,285**	**34,318**
Horizon	0	0	0	505
Laser	2,194	2,930	17,570	20,323
Sundance	5,567	6,084	44,281	31,118
Acclaim*	5,906	6,208	47,075	63,066
Total Plymouth	**13,667**	**15,222**	**108,926**	**115,012**
LeBaron A*	2,177	1,576	19,894	11,932
LeBaron J	2,758	1,667	32,197	25,986
Fifth Avenue	2,953	2,074	24,578	25,097
Imperial	446	513	4,119	6,689
New Yorker	1,150	890	10,572	9,181
Total Chrysler	**9,484**	**6,720**	**91,360**	**78,885**
Omni	0	0	0	561
Shadow*	6,274	7,677	57,474	50,578
Monaco	154	736	910	6,065
Daytona	1,388	996	9,464	9,911
Spirit*	5,400	4,473	40,616	53,076
Intrepid	1,375	0	1,375	0
Dynasty	4,632	3,638	51,798	67,906
Viper	18	0	42	0
Total Dodge	**19,241**	**17,529**	**161,679**	**188,097**
CHRYSLER CORP.	**47,597**	**44,135**	**391,250**	**416,312**
Escort*	21,149	22,195	192,527	167,776
Mustang	6,034	7,620	59,123	55,413
Tempo	15,202	18,100	149,773	124,673
Taurus	27,566	20,408	238,352	202,013
Thunderbird	5,819	5,179	56,099	50,531
Probe	6,480	8,113	40,974	60,821
Crown Victoria	8,228	5,631	66,133	48,659
Total Ford Division	**90,478**	**87,246**	**778,186**	**709,886**
Topaz	7,420	4,060	54,777	40,281
Sable	10,207	7,169	79,716	67,546
Cougar	4,828	7,125	36,333	41,247
Grand Marquis	8,173	8,043	65,570	65,156
Total Mercury	**30,628**	**26,397**	**236,396**	**214,230**
Continental	3,467	4,345	23,364	35,763
Town Car	7,019	7,170	73,624	81,050
Mark VII	463	1,059	3,688	6,700
Total Lincoln	**10,949**	**12,574**	**100,676**	**123,513**
Total L-M Division	**41,577**	**38,971**	**337,072**	**337,743**
FORD MOTOR CO.	**132,055**	**126,217**	**1,115,258**	**1,047,629**
Roadmaster	3,369	4,577	31,338	23,203
Skylark	2,386	2,550	41,655	48,919
Century*	7,134	10,967	76,784	89,099
Regal	6,353	7,927	66,194	74,843
LeSabre	11,833	7,352	90,926	62,234
Reatta	0	312	95	1,926
Park Avenue	4,232	7,700	38,774	59,205
Riviera	886	906	7,997	9,610
Total Buick	**36,193**	**42,291**	**353,763**	**369,039**
Allante	237	347	1,584	2,124
Seville	4,043	881	25,076	18,736
DeVille	5,684	11,635	86,114	90,444
Brougham	791	2,005	7,043	14,752
Fleetwood	2	0	2	0
Eldorado	2,893	909	17,691	10,065
Total Cadillac	**13,650**	**15,777**	**137,510**	**136,121**
Geo Metro	7,276	6,406	63,857	45,645
Geo Prizm	9,381	10,699	57,659	69,639
Cavalier	14,266	16,376	147,960	192,515
Camaro	5,345	5,129	45,757	35,884
Celebrity	0	0	2	4,078
Corsica-Beretta	9,049	16,992	113,975	160,033
Lumina	16,307	12,504	153,721	151,680
Caprice	4,637	6,103	69,183	86,159
Corvette	1,154	1,216	12,581	11,921
Total Chevrolet	**67,415**	**75,425**	**564,695**	**757,554**
Calais	112	3,583	3,689	39,935
Achieva	5,891	0	53,666	0
Cutlass Ciera	7,175	10,560	84,069	92,976
Cutlass Supreme	3,476	6,471	57,820	62,045
Eighty Eight	5,102	8,347	49,052	47,325
Custom Cruiser wagon	499	595	3,563	5,393
Ninety Eight	2,486	6,287	27,240	41,088
Toronado	759	434	3,962	5,311
Total Oldsmobile	**25,500**	**36,277**	**283,061**	**295,078**
Sunbird	4,219	5,377	49,696	63,407
Firebird	1,904	2,456	16,225	16,761
Grand Am	15,396	7,520	152,159	108,040
Pontiac 6000	0	564	708	20,423
Grand Prix	5,729	8,209	72,051	70,810
Bonneville	7,455	7,339	66,411	40,755
Total Pontiac	**34,703**	**31,465**	**357,250**	**320,196**
Total Saturn	**12,038**	**7,000**	**129,753**	**40,858**
GENERAL MOTORS	**189,499**	**208,235**	**1,926,032**	**1,918,846**
Civic	15,195	20,783	98,003	105,816
Accord	30,732	32,895	222,486	225,713
HONDA	**45,927**	**53,678**	**320,489**	**331,529**
MX-6	2,623	980	17,671	18,354
626	4,600	5,385	34,200	41,651
MAZDA	**7,223**	**6,365**	**51,871**	**60,005**
Eclipse	3,647	4,298	40,387	36,608
Mirage	209	1,962	8,361	14,306
MITSUBISHI	**3,856**	**6,260**	**48,748**	**50,914**
NISSAN Sentra	**14,330**	**8,470**	**83,737**	**80,493**
Corolla	13,559	17,156	103,029	91,259
Camry	18,660	22,664	139,958	141,504
TOYOTA	**32,219**	**39,820**	**242,987**	**232,763**
SUBARU Legacy	**3,612**	**3,975**	**36,154**	**34,197**
SUZUKI Swift	**0**	**83**	**110**	**528**
DOMESTIC TOTAL	**476,318**	**497,238**	**4,216,636**	**4,173,216**
IMPORT TOTAL	**168,498**	**193,566**	**1,367,346**	**1,429,294**
INDUSTRY TOTAL	**644,816**	**690,804**	**5,583,982**	**5,602,510**

*Includes units produced in Mexico. Source: Automotive News Data Center

SATURN

Tight supplies rob workers' discount

continued from PAGE 1

more than a month before there is true dealer stock, even if production resumes this week at Saturn's plant.

And GM of Canada employees will get no discount at all.

Saturn employees have been asked to wait until November to begin purchasing 1993 model cars in order to let dealers build up inventories.

Additionally, the discount for Saturn and other GM employees has been limited to the actual employees, their spouses and children living at home. Under normal GM policy, the discount is loosely extended to employees' siblings, parents and in-laws as well as to retirees and their survivors.

"It's a supply issue. We just don't have the cars," said James Farmer, Saturn vice president of communications. "Right now, we need to push every piece iron that we can out the door. There are customers waiting."

Saturn Corp. also has stopped making Saturns available to other GM divisions for use as company cars and has made non-Saturn employees ineligible for discounts on Saturn program cars and leases.

"We could spend the entire year just making cars for GM employees," Farmer said. "We just don't have enough to go around."

Three factors have limited the supply of Saturns. Positive public reaction spurred sales. The Spring Hill, Tenn., factory had not yet reached full capacity as the 1992 model year ended. And just as the 1993 model was beginning, production crashed as a strike in Lordstown, Ohio, shut off critical parts.

Dealers weren't particularly happy. "We don't like to disappoint customers," said Sherrill Freeborough, a sales consultant at Saturn of Plymouth, Mich. "It will be disappointing to some GM employees for us to tell them 'No' on their discount."

LIGHT-TRUCK SALES, AUGUST & YTD

	Aug. 1992	Aug. 1991	8 Mos. 1992	8 Mos. 1991
Town & Country	996	222	10,333	2,461
Total Chrysler	**996**	**222**	**10,333**	**2,461**
Vans	4,307	3,121	38,937	31,883
Ram Wagon	666	654	14,233	12,898
Caravan	16,019	15,227	162,985	139,146
Caravan C/V	181	317	5,432	6,770
Ram 50 (imported)	513	284	3,347	2,851
Ramcharger	285	402	2,793	4,074
Dakota	10,476	6,280	86,475	53,644
Pickups	5,321	6,416	54,707	55,741
Total Dodge	**37,768**	**32,701**	**368,909**	**307,007**
Voyager	14,235	14,123	135,961	116,915
Total Plymouth	**14,235**	**14,123**	**135,961**	**116,915**
Wrangler	2,730	4,088	35,164	32,712
Cherokee	9,837	10,687	88,355	77,297
Grand Cherokee†	8,276	253	36,543	2,726
Comanche	196	546	2,650	4,542
Total Jeep	**21,039**	**15,574**	**162,712**	**117,277**
CHRYSLER CORP.	**74,038**	**62,620**	**677,915**	**543,660**
Vans	13,608	9,846	86,132	71,405
Aerostar	12,871	12,782	115,545	102,691
Club Wagon	2,751	1,351	23,985	14,391
Ranger	19,622	20,906	179,544	166,299
Bronco	1,889	1,870	16,575	17,201
Bronco II/Explorer	25,376	20,301	203,216	165,213
Pickups	48,985	33,692	314,795	265,108
Total Ford Division	**125,102**	**100,748**	**939,792**	**802,308**
Villager	1,387	0	1,757	0
Total Mercury	**1,387**	**0**	**1,757**	**0**
FORD MOTOR CO.	**126,489**	**100,748**	**941,549**	**802,308**
Vans	8,612	7,096	59,912	55,931
Sportsvan	252	1,060	5,177	6,934
Geo Tracker (domestic)	3,296	3,046	24,314	22,835
Geo Tracker (imported)	0	2	2	23
Astro	7,793	6,824	81,106	74,269
Lumina APV	2,901	3,341	31,215	33,382
S10	17,283	18,901	131,548	144,129
S10 Blazer	13,882	12,010	95,857	83,217
Blazer	1,604	883	11,768	7,382
Suburban	3,622	3,756	31,494	27,469
Pickups	45,127	33,121	299,376	271,619
Total Chevrolet	**104,372**	**90,128**	**771,769**	**727,619**
Vans	3,187	3,095	23,819	22,519
Safari	2,634	2,741	27,266	23,376
S15/Sonoma	4,332	4,321	33,005	31,067
S15 Jimmy	3,831	2,743	25,490	19,913
Jimmy	431	228	3,295	1,897
Suburban	1,622	1,867	12,562	11,600
Pickups	14,364	9,781	97,441	79,920
P Model	185	233	1,315	1,730
W4	224	121	1,573	863
Total GMC	**30,810**	**25,130**	**225,766**	**192,885**
Silhouette	1,027	1,778	10,710	13,407
Bravada	635	1,209	8,180	7,221
Total Oldsmobile	**1,662**	**2,987**	**18,890**	**20,628**
Trans Sport	2,211	1,909	20,994	15,148
Total Pontiac	**2,211**	**1,909**	**20,994**	**15,148**
GENERAL MOTORS	**139,055**	**120,064**	**1,037,419**	**955,828**
DAIHATSU Rocky	**88**	**234**	**2,285**	**2,079**
Pickup (domestic)	2,548	1,682	15,382	11,620
Pickup (imported)	278	979	5,201	15,389
Amigo	892	826	6,018	5,566
Trooper	1,176	4,041	7,180	19,367
Rodeo (domestic)	4,449	1,920	27,147	16,155
ISUZU	**9,343**	**9,448**	**60,928**	**66,951**
LAND ROVER	**258**	**311**	**2,186**	**1,950**
Pickup	4,442	8,049	33,395	41,732
MPV	3,267	5,037	23,402	36,776
Navajo (domestic)	1,092	1,376	5,827	7,249
MAZDA	**8,801**	**14,462**	**62,624**	**85,757**
Pickup	554	1,860	9,192	12,969
Montero	612	526	4,461	6,350
Van	0	1	2	58
MITSUBISHI	**1,166**	**2,387**	**13,655**	**19,377**
Pickup (domestic)	14,333	12,678	83,595	88,990
Pathfinder	3,263	3,434	20,486	25,359
Quest	492	0	661	0
Axxess	0	4	0	313
Van	0	0	0	5
Hawaii	164	0	1,950	785
NISSAN	**18,252**	**16,116**	**106,692**	**115,452**
Samurai	293	367	2,432	3,407
Sidekick (domestic)	374	248	3,544	2,428
Sidekick (imported)	975	687	6,534	5,728
SUZUKI	**1,642**	**1,302**	**12,510**	**11,563**
Pickup (domestic)	7,653	0	33,938	0
Pickup (imported)	8,182	18,307	82,020	110,614
Previa	3,015	4,822	28,883	36,435
4Runner	3,632	4,973	24,810	29,538
Land Cruiser	657	798	4,858	5,561
TOYOTA	**23,139**	**28,900**	**174,509**	**182,148**
VW Eurovan/Vanagon	**136**	**479**	**758**	**4,089**
DOMESTIC TOTAL	**370,010**	**301,950**	**2,823,628**	**2,425,364**
IMPORT TOTAL	**32,397**	**56,021**	**269,402**	**365,798**
INDUSTRY TOTAL	**402,407**	**357,071**	**3,093,030**	**2,791,162**

† 1991 figures include Jeep Grand Wagoneer

Sales charts compiled by Karen Dellowski. Source: Automotive News Data Center

GM execs lose free cars

JACK KEEBLER
Staff Reporter

General Motors employees at salary grade 8 or higher soon will have to pay for what had been free new cars.

As of Oct. 1, they will pay a $100 "monthly administration fee" for participating in the company's mandatory product evaluation program known as PEP. One employee described it as "a $1,200 annual pay cut."

A GM spokesman refused to discuss the program or its details.

The elimination of the perk for executives will be psychologically helpful in negotiations with the UAW next year, and the IRS is less likely to treat the new program as taxable.

Previously, GM executive participants drove an average of four new vehicles a year free of charge as part of early field-evaluation programs. They submitted reports on the vehicles.

The executives also had to buy a new vehicle every year; the new program lets them buy a new vehicle every two years. GM will continue to pay for fuel, oil, insurance and maintenance.

Another change also makes it less likely that the IRS will tax the value of a loaned car as income. Before, executives could pick the car or truck they wanted. Now, they must take what they are given.

Participation is now required for all eighth-level professional, technical and executive employees. An internal memo described the program as "an integral part" of their job responsibility.

The old program covered only corporate executives and the car divisions; the new one covers executives at other GM divisions.

A second program called the lease evaluation program has been eliminated. It allowed employees to lease vehicles for about 1 percent of the sticker price per month.

Chrysler rebates include '93 models

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. announced a new retail incentive program that includes 1993 vehicles as well as 1991s and 1992s.

It began Sept. 1 and ends Sept. 30, the day before the official introduction of Chrysler's carryover vehicles for the 1993 model year.

The rebates range from $500 to $1,500 on **Chrysler, Dodge, Eagle** and **Plymouth** cars, and $500 to $2,000 on Dodge and **Jeep** trucks.

Rebates on minivans range from $500 to $1,000.

In lieu of rebates, consumers may choose finance contract interest rates that range from 4.9 percent to 9.9 percent.

Minivans are excluded from the rebates on 1993 models, but the list includes a wide range of cars and trucks.

Top payments on the 1993s are $1,500 on the Chrysler LeBaron coupe and the Dodge Ramcharger and the Ram pickup equipped with a gasoline engine.

Chrysler's "no charge equipment sale" that was limited to select 1992 models has been broadened to include three 1993 models.

Under the program, buyers of 1992 and 1993 Plymouth Acclaim, Dodge Spirit and Chrysler LeBaron sedans receive seven equipment items at no additional charge.

The no-charge items are air conditioning, tilt steering wheel, automatic speed control, extra speakers, floor mats, electric rear defroster and tinted glass. Tinted glass has been made standard equipment on the 1993 models.

The value of the equipment on the 1993 models is $1,493; the value of the equipment on the 1992 models is $1,605.

Other Chrysler incentives:

- $500 reimbursement to physically challenged buyers who install adaptive equipment on their vehicles.
- $500 to first-time vehicle buyers who buy 1992 or 1993 Dodge Daytonas.
- $500 to college graduates on any 1992 and 1993 vehicle except the Dodge Viper.

The equipment offer expires Oct. 31; the college graduate program ends Dec. 31. Other incentives expire Sept. 30.

incentive WATCH

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CADILLAC (1992 models, expires Sept. 23)

Eldorado, Seville (except STS)	$0-1,500, based on number sold

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos)	$2,000
Econoline van conversion	$750

GMC (1992 models; expires Sept. 23)

G van conversion	$750-1,000, quota

HONDA (1992 models; expires Sept. 30)

Accord	$500
Civic	$400

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.
Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1992 models; expires Sept. 30)

Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold

NISSAN (1992 models; expires Sept. 30)

Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1992 models, expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (expires Oct. 2)

Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

GM credit card ready to roll

General Motors begins the rollout of its general-purpose credit card today. A two-day teaser campaign on network TV leads up to a Sept. 9 unveiling of the program.

Four teaser spots on network programming will lead to the launch of the MasterCard program, according to executives familiar with the effort.

GM will back the introduction with a $70-million-plus ad effort, according to *Advertising Age*, a sister publication to *Automotive News*.

The teaser spots highlight the way in which the card will enable a user to build credits toward the purchase of a new vehicle, parts or service.

— Crain News Service

Plans for a longer Lexus LS400 have been dropped.

LEXUS

Exec rules out V-12, stretched LS400

continued from PAGE 3

Shimizu said the "standard solution" would be to make the car bigger. But this, he stressed, could raise even thornier problems.

"The standard solution may call for a bigger car," he said. "But that might make Mercedes or BMW management more angry."

German manufacturers have complained in the past that the Japanese are selling luxury cars in the United States at artificially low prices to win market share. The criticism, however, has quieted recently, and Toyota insiders say they aren't anxious to rile the Germans once more.

Shimizu said that keeping the Lexus image clearly polished was another important consideration that argued against a bigger car.

"Politics is one of the factors, yes," he said. "But, basically, we must have a certain character to keep our image. Following others is not a good way to keep or to build a certain image. Lexus is Lexus and we must think about new ideas."

Shimizu said he is not concerned about forfeiting a piece of the U.S. luxury-car pie to the Germans by default. "This is a very personal opinion, but we still don't have enough image to attack the highest end of the market," he said.

"The other point you must remember is that we have an export quota," Shimizu added. "We must also sustain the Toyota franchise, so we cannot cut the volume for the Toyota franchise."

Mercedes and BMW also offer V-12s and there have been whispers that Lexus might follow suit for its flagship. But according to Shimizu, Toyota has backed off for environmental reasons.

"Over $50,000 (Mercedes and BMW cars) offer the long wheelbase version with V-12," he said. "But we think that V-12 engines will not be allowed in the future because of environmental considerations. Fuel economy is getting much more important."

Toyota had never considered a V-12 for its Lexus line, he added.

Shimizu also ruled out a bigger V-8 for the Lexus flagship, which is now powered by a 4.0-liter, 32-valve engine developing 247 horsepower. "Our current V-8 engine offers enough performance for the car," he said.

Two U.S. Lexus dealers said they agreed with Shimizu that a move upscale with a new car would blur the franchise's image.

"There's a lot of danger in being a Mercedes clone when we've established ourselves as a leader," said Jay Beskind, general manager and partner of Scottsdale Lexus in Scottsdale, Ariz. "We would lose that position if we think we have to have a car like every car Mercedes sells."

Danny Davidson, owner of Riverside Lexus in Riverside, Calif., said he understood that a bigger car was still part of Lexus's long-term plan. "But I am definitely satisfied. The lineup is fine without it."

Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.
(Expires Sept 30. In lieu of rebates, finance rates of 4.9 to 9.9 percent).

1993 models

Chrysler LeBaron 2-dr.	$1,500
Imperial, New Yorker Fifth Ave.	$1,250
N.Y. Salon	$750
LeBaron sedan, conv.	$500
Dodge Daytona	$1,000
Dynasty	$750
Shadow, Spirit	$500
Dodge Ramcharger, Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$500
Eagle Talon	$500
Jeep Wrangler	$500
Plymouth Sundance, Acclaim, Laser	$500

1992 models

Chrysler coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv.	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Sundance, Acclaim	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states: short wheelbase	$500
Long wheelbase	$1,000

1991 models

Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Daytona	$1,500
Other Shadow, Spirit, Dynasty	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon/van conversion	$1,000
Dakota	$750
Ram 50 (exclude Calif., Hawaii)	$750
Eagle Talon Turbo	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (exclude Calif., Hawaii)	$700
Summit wagon	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Other Laser, Acclaim, Sundance	$1,000
Colt 3-door (exclude Calif., Hawaii)	$700
Vista	$500
Minivans: Calif., Hawaii — long and short wheelbase	$1,000
Other states — short wheelbase	$500
Long wheelbase	$1,000

CONTINUING PROGRAMS

FORD MOTOR CO.

1993 models
Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000

1991 models
Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400

GENERAL MOTORS

1992 models
Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup	
Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates may vary by region.

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires Oct.2)

Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

MAZDA (1992 models, expire Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

PLANTS AFFECTED BY GM STRIKE

Plant	Units lost
Baltimore	
Chevrolet Astro	876
GMC Safari	356
Buick City (Flint, Mich.)	
Buick LeSabre	2,168
Oldsmobile Eighty Eight	616
Lake Orion, Mich.	
Cadillac DeVille	2,225
Oldsmobile Ninety Eight	221
Lordstown, Ohio	
Chevrolet Cavalier	5,638
Pontiac Sunbird	2,095
Oklahoma City	
Buick Century	901
Oldsmobile Cutlass Ciera	1,799
Spring Hill, Tenn.	
Saturn coupe and sedan	4,400
Wentzville, Mo.	
Buick Park Avenue	1,205
Oldsmobile Eighty Eight	313
Pontiac Bonneville	1,602
Total cars lost	**23,183**
Total trucks lost	**1,232**
Total units lost	**24,415**

Note: The above plants were closed by a strike at the Lordstown, Ohio, parts plant.

Source: Automotive News Data Center

Mertz's goal: maintain Buick's share

ARLENA SAWYERS

Staff Reporter

GROSSE POINTE SHORES, Mich. — Despite a weak market and the delay of the redesigned Riviera, Buick expects to maintain its market share in 1993.

Edward Mertz, Buick general manager, plans to do that with a new customer satisfaction program and continued emphasis on product quality.

"We don't forecast sales numbers," said Mertz. "We want to stay in the 6.4 percent to 6.5 percent market share minimum, whatever the market happens to be. Our ultimate target is still 8 percent. I have hopes we will maintain our sales this year."

Buick's sales for the first seven months of the 1992 calendar year were down about 2.8 percent, dropping its market share to 6.4 percent, compared to 6.7 percent for the same period last year.

Mertz said early plans called for the redesigned Riviera to debut in the 1993 model year, but the car was delayed for "purely capital" reasons. The new Riviera is now scheduled for the 1994 model year.

But Mertz added: "Neither we nor the company plan to drop any car lines." (Buick's 1993 model story appears on Page 16.)

In an effort to enhance customer satisfaction, Buick has instituted Buick Courtesy Transportation, which provides the buyer of a 1993 Buick with free transportation when a car is serviced.

Buick's 1993 ad campaign will continue to stress product quality, and in the case of Skylark, affordability, said Jay Qualman, Buick advertising manager.

Meanwhile, a print ad comparing the Park Avenue with the Lincoln Continental carries the former Buick themeline: "Now ... wouldn't you really rather have a Buick." Qualman said the themeline is being used because it is appropriate for that ad. It will not be revived for the entire campaign.

Buick also will advertise on daytime TV in an effort to reach more women.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/31-9/5/92	Actual 8/24-8/29/92	August Total	Year 1/1-9/5/92	Year 1/1-9/7/91
Concorde (Can.)	4	7	7	25	0
LeBaron A	600	650	1,981	2,456	0
LeBaron J	1,000	650	2,270	36,808	18,762
New Yorker	700	677	1,985	11,664	4,778
Fifth Avenue	1,350	1,407	5,632	29,332	20,699
Imperial	200	181	848	3,885	5,283
Town & Country (trk.)	600	627	2,545	11,995	2,903
Total Chrysler Div.	**4,454**	**4,199**	**15,268**	**96,165**	**52,425**
Sundance	1,775	1,897	7,852	43,965	39,767
Acclaim	1,500	1,939	7,043	51,421	53,548
Voyager (trk.)	2,400	2,549	10,681	68,850	64,694
Voyager (Can. trk.)	2,092	3,474	13,358	89,179	74,860
Total Plymouth	**7,767**	**9,859**	**38,934**	**253,415**	**232,869**
Intrepid (Can.)	1,104	1,100	3,726	5,815	0
Daytona	275	351	1,558	9,685	5,014
Shadow	2,100	2,020	8,505	65,875	44,579
Dynasty	1,800	1,882	8,585	59,461	78,209
Spirit	1,575	1,473	6,294	49,596	48,691
Viper	18	5	37	135	0
Monaco (Can.)	0	0	0	0	6,076
Caravan (trk.)	2,940	2,874	12,353	88,820	75,792
Caravan (Can. trk.)	2,288	3,651	14,212	113,109	94,934
Caravan C/V (trk.)	36	20	90	1,995	2,376
Caravan C/V (Can. trk.)	20	86	104	4,501	12,255
Dakota (trk.)	3,400	3,370	14,359	96,961	55,400
Ram pickup (trk.)	1,100	1,103	4,741	38,646	53,828
Ram wagon (Can. trk.)	280	359	1,542	15,131	13,427
Ram van (Can. trk.)	1,288	1,634	6,796	47,231	25,674
Total Dodge	**18,224**	**19,928**	**82,982**	**596,961**	**516,255**
Vision (Can.)	540	551	1,853	3,322	0
Premier (Can.)	0	0	0	0	7,681
Cherokee (trk.)	2,925	3,005	12,682	92,682	92,932
Comanche (trk.)	0	0	0	915	3,473
Grand Cherokee (trk.)*	4,410	4,422	15,110	59,039	1,560
Briarwood (trk.)	0	0	0	325	2,072
Wrangler (trk.)	1,450	1,384	5,558	7,546	0
Wrangler (Can trk.)	0	0	0	29,026	41,022
Total Jeep-Eagle	**9,325**	**9,362**	**35,203**	**192,855**	**148,740**
Total U.S. car	**12,893**	**13,132**	**52,596**	**364,283**	**319,330**
Total Can. car	**1,648**	**1,658**	**5,586**	**9,162**	**13,757**
Total U.S. truck	**19,261**	**19,354**	**78,119**	**467,774**	**355,030**
Total Can. truck	**5,968**	**9,284**	**36,912**	**298,177**	**262,172**
CHRYSLER CORP.	**39,770**	**43,348**	**172,367**	**1,139,396**	**950,289**
Escort	5,783	5,760	18,535	126,578	145,109
Mustang	2,800	0	8,543	66,814	60,113
Tempo	2,319	3,449	13,713	95,422	76,489
Tempo (Can.)	2,584	2,953	12,810	86,334	73,056
Taurus	10,355	10,263	36,200	273,838	216,670
Thunderbird	2,161	1,973	4,041	58,063	52,566
Crown Victoria (Can.)	1,637	1,919	8,424	73,916	64,134
Aerostar (trk.)	5,010	4,954	16,958	128,176	114,971
Bronco (trk.)	716	727	2,950	17,602	11,181
Explorer (trk.)	4,810	3,056	20,271	203,526	184,789
Mazda Navajo (trk.)	0	0	0	2,982	8,111
Econoline (trk.)	0	4,349	17,352	131,136	93,057
Heavy (trk.)	964	833	5,001	31,161	23,533
Light truck (trk.)	9,878	9,744	34,668	300,309	202,940
Light truck (Can. trk.)	2,063	1,799	10,562	88,158	68,372
Ranger (trk.)	0	0	2,749	158,169	132,193
Total Ford Division	**51,080**	**51,779**	**212,777**	**1,842,186**	**1,577,284**
Topaz	2,081	907	4,100	41,212	32,475
Topaz (Can.)	1,108	1,252	5,511	34,938	23,702
Cougar	1,451	1,112	2,219	37,552	41,861
Sable	2,845	2,790	11,071	88,771	70,552
Grand Marquis (Can.)	2,235	2,584	10,620	73,043	67,904
Mercury Villager (trk.)	676	618	2,306	6,325	0
Nissan Quest (trk.)	403	379	1,381	3,765	0
Total Mercury	**10,799**	**9,642**	**37,208**	**285,626**	**236,494**
Continental	843	848	3,591	26,578	38,359
Mark VII	0	0	0	2,375	6,724
Town Car	2,529	2,542	10,748	79,681	90,246
Total Lincoln	**3,372**	**3,390**	**14,339**	**108,634**	**135,329**
Total L-M Division	**14,171**	**13,032**	**51,547**	**394,260**	**371,823**
Total U.S. car	**33,157**	**29,644**	**112,761**	**806,884**	**831,164**
Total Can. car	**7,564**	**8,798**	**37,365**	**288,231**	**228,796**
Total U.S. truck	**22,457**	**24,668**	**103,636**	**963,173**	**828,775**
Total Can. truck	**2,963**	**1,799**	**10,562**	**88,158**	**88,372**
FORD MOTOR CO.	**85,251**	**84,811**	**264,324**	**2,236,446**	**1,949,107**
Skylark	2,160	1,367	4,601	40,746	28,622
Century	600	2,126	7,898	57,036	61,745
Regal (Can.)	2,300	2,268	3,542	65,087	82,143
Riviera	364	196	451	8,061	14,354
Park Avenue	803	1,624	4,105	39,332	75,520
LeSabre	1,446	3,346	14,020	108,525	46,150
Roadmaster sedan	709	1,269	4,837	30,646	19,623
Roadmaster wagon	0	0	0	6,657	17,907
Reatta	0	0	0	0	1,206
Total Buick	**8,382**	**12,196**	**39,454**	**356,090**	**347,270**
Eldorado	448	263	570	22,293	7,471
Seville	917	518	1,182	33,215	16,535
Brougham	1,021	207	756	3,911	13,536
DeVille	1,483	3,480	10,747	76,138	106,225
Allante	64	60	266	1,416	2,060
Total Cadillac	**3,933**	**4,528**	**13,521**	**136,973**	**145,827**
Cavalier	0	2,308	7,308	134,972	171,668
Camaro	0	1,065	6,283	47,089	35,684
Camaro (Can.)	0	26	26	26	0
Corsica-Beretta	2,222	0	10,341	128,701	165,443
Lumina (Can.)	5,100	5,129	7,712	150,852	155,879
Caprice	695	739	1,375	72,824	91,861
Corvette	384	480	1,587	14,431	14,124
Astro (trk.)	584	2,953	11,443	93,315	63,594
Blazer (trk.)	507	747	2,537	16,467	5,539
Lumina APV (trk.)	842	970	2,499	30,435	27,303
Mediums (trk.)	135	147	867	5,000	1,174
P-model (trk.)	507	653	2,380	17,084	14,160
Pickup (trk.)	6,627	7,787	28,856	188,537	193,671
Pickup (Can. trk.)	3,100	3,101	14,267	123,186	94,789
S10 (trk.)	4,855	6,070	17,966	129,194	175,171
S10 Blazer (trk.)	2,675	3,682	10,290	87,196	26,168
Sportsvan (trk.)	73	41	89	14,603	27,709
Sportsvan (Can. trk.)	1,230	1,228	3,764	48,705	35,124
Suburban (trk.)	1,778	2,254	6,155	37,533	21,106
Total Chevrolet	**31,314**	**38,380**	**135,745**	**1,341,130**	**1,320,147**
Achieva/Calais	507	367	1,595	73,247	34,616
Cutlass Ciera	1,200	3,457	12,365	86,995	61,010
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	1,920	2,270	4,639	53,490	71,410
Toronado	0	0	0	3,260	3,337
Eighty Eight	619	1,359	5,293	46,781	52,789
Custom Cruiser wag.	0	0	0	1,927	6,065
Ninety Eight	148	64	745	18,433	55,211
Silhouette (trk.)	170	145	392	9,474	13,758
Bravada (trk.)	223	344	1,027	8,414	10,654
Total Oldsmobile	**4,787**	**8,006**	**26,056**	**302,041**	**349,939**
Sunbird	0	852	2,711	55,352	79,573
Grand Am	5,858	5,562	22,984	172,691	87,999
Firebird	0	396	2,331	16,898	13,188
Firebird (Can.)	0	19	19	19	0
Grand Prix	1,977	2,354	7,002	73,236	69,722
Pontiac 6000	0	0	0	2	19,603
Bonneville	1,068	2,235	5,667	63,337	47,369
Trans Sport (trk.)	680	614	1,610	26,841	17,522
Total Pontiac	**10,421**	**12,032**	**42,324**	**409,214**	**334,976**
Yukon-Jimmy (trk.)	187	257	838	5,073	1,612
Medium (trk.)	210	222	1,099	13,557	1,873
P-model (trk.)	93	93	225	2,277	1,813
Pickup (trk.)	2,599	3,250	11,070	72,867	83,217
Pickup (Can. trk.)	1,500	1,476	5,294	45,514	35,147
Syclone-Sonoma (trk.)	1,187	1,406	4,322	33,839	42,139
Typhoon-S15 Jimmy (trk.)	902	1,301	3,106	27,478	9,200
Safari (trk.)	238	991	3,965	38,404	27,143
Suburban (trk.)	950	878	3,835	22,974	16,805
Vandura (trk.)	51	84	203	9,031	12,433
Vandura (Can. trk.)	450	428	1,232	21,082	15,072
Total GMC	**8,367**	**10,386**	**35,189**	**292,096**	**246,454**
Total Saturn*	**0**	**4,400**	**17,557**	**135,821**	**58,598**
Total U.S. car	**26,813**	**42,388**	**150,216**	**1,627,283**	**1,550,224**
Total Can. car	**7,400**	**7,387**	**11,254**	**215,984**	**279,111**
Total U.S. truck	**25,873**	**34,880**	**114,774**	**[illegible]**	**793,764**
Total Can. truck	**6,280**	**6,233**	**24,557**	**[illegible]**	**180,112**
GENERAL MOTORS	**66,586**	**90,905**	**306,801**	**2,972,327**	**2,803,211**
Can. car	2,000	1,944	6,526	69,052	71,336
Can. trk.	1,200	1,208	4,029	42,477	31,598
CAMI†	**3,200**	**3,152**	**10,555**	**111,529**	**102,934**
DIAMOND-STAR†	**2,852**	**2,194**	**9,185**	**98,704**	**107,096**
Civic	1,995	2,291	9,155	67,900	61,996
Civic (Can.)	2,156	2,066	8,554	74,500	71,245
Accord	7,310	6,867	30,563	259,110	248,692
Total U.S. car	**9,305**	**9,158**	**39,718**	**327,810**	**310,688**
Total Can. car	**2,156**	**2,066**	**8,554**	**74,500**	**71,245**
HONDA	**11,461**	**11,224**	**48,272**	**401,510**	**381,933**
HYUNDAI Sonata (Can.)*	**0**	**300**	**850**	**7,500**	**18,400**
AUTOALLIANCE†	**5,313**	**5,142**	**20,016**	**87,294**	**100,126**
U.S. trk.	1,585	1,582	6,113	45,324	47,503
Can. trk.	220	235	714	5,866	4,831
NAVISTAR	**1,805**	**1,817**	**6,827**	**51,190**	**52,334**
Altima	1,668	1,516	5,509	8,991	0
Sentra	2,310	2,224	9,294	83,108	90,946
Pickup (trk.)	2,760	2,713	11,655	90,281	89,797
NISSAN	**6,738**	**6,453**	**26,458**	**182,380**	**180,743**
Geo Prizm	35	25	1,050	52,558	66,965
Toyota Corolla	35	57	1,563	72,575	75,675
Toyota Pickup (trk.)	1,930	1,958	7,982	45,561	40
NUMMI	**2,000**	**2,040**	**10,595**	**170,694**	**142,680**
Legacy	1,200	1,265	5,106	40,281	39,392
Pickup (trk.)	554	565	2,434	16,450	17,730
Rodeo (trk.)	918	885	3,871	28,943	18,376
Total U.S. car	**1,200**	**1,265**	**5,106**	**40,281**	**39,392**
Total U.S. trk.	**1,472**	**1,450**	**6,305**	**45,393**	**36,106**
SUBARU-ISUZU	**2,672**	**2,715**	**11,411**	**85,674**	**75,498**
Camry	4,852	4,976	20,557	165,436	136,263
Corolla (Can.)	1,200	0	3,696	49,329	44,740
TOYOTA	**6,052**	**4,976**	**24,253**	**214,765**	**181,003**
VOLVO 740, 940 (Can.)	**120**	**114**	**280**	**4,230**	**5,648**
AM GENERAL (trk.)	**300**	**300**	**960**	**12,300**	**13,970**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**6,844**	**78,520**	**92,040**
Total U.S. car	**100,243**	**111,699**	**436,965**	**3,822,407**	**3,536,860**
Total Canada car	**22,000**	**22,187**	**73,834**	**698,005**	**733,128**
Total U.S.-Canada Car	**122,331**	**133,886**	**510,399**	**4,520,502**	**4,269,989**
Total U.S. truck	**77,758**	**88,825**	**335,588**	**2,658,999**	**2,240,625**
Total Canada truck	**15,731**	**18,679**	**75,874**	**673,185**	**547,885**
Total U.S.-Canada truck	**93,489**	**107,505**	**411,462**	**3,332,184**	**2,796,110**
TOTAL U.S.	**178,001**	**200,525**	**772,153**	**6,481,406**	**5,805,864**
TOTAL CANADA	**37,819**	**40,866**	**149,708**	**1,371,290**	**1,280,205**
TOTAL U.S.-CANADA CAR & TRUCK	**215,820**	**241,391**	**921,861**	**7,852,696**	**7,186,069**

*Estimate

**1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

GM loses 24,415 in walkout

GWENDOLYN ZONGHETTI

Special Correspondent

General Motors has lost production of 24,415 cars and trucks since the strike at the Lordstown, Ohio, metal stamping plant began Aug. 27.

Six car plants and one truck plant have closed.

August vehicle production in the United States and Canada topped the year-ago month by 7.3 percent. Cars increased 0.2 percent, and trucks rose 17.7 percent. It was the highest August ever for Canadian truck production, which reached 75,874.

In the United States last week, 100,243 cars were produced, down 10.3 percent from the prior week and up 8.3 percent over the year-ago week.

Year-to-date car production in the United States is 3,822,407, up 5.1 percent over 1991.

U.S. truck production last week was estimated at 77,758, falling 12.5 percent from the prior week but rising 20.2 percent over the year-ago week.

Year-to-date truck production in the United States is 2,658,999, up 18.2 percent from the same period in 1991.

In Canada last week, carmakers assembled 22,088 units, down 0.4 percent from the prior week but up 13.7 percent from the same week in 1991.

So far this year, Canadian automakers have produced 698,095 units, down 4.8 percent from last year.

Truck production in Canada last week was scheduled at 15,731, down 15.8 percent from the prior week and 10.1 percent from the year-ago week.

Year-to-date truck production in Canada is 673,165, up 23.0 percent over 1991.

Last week scheduled car and truck production was shared as follows:

Ford Motor Co., 31.2 percent; General Motors, 29.7 percent; Chrysler Corp., 18.1 percent; Honda of America Manufacturing Inc., 5.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.8 percent; AutoAlliance International Inc., 3.0 percent; Toyota Motor Manufacturing (U.S.A.), 2.7 percent; Diamond-Star Motors Corp., 1.5 percent; Subaru-Isuzu Automotive Inc., 1.5 percent; miscellaneous, 1.1 percent; New United Motor Manufacturing Inc., 1.1 percent; Navistar International Corp., 0.9 percent; AM General, 0.2 percent.

GM's Janesville, Wis., Suburban truck line worked two shifts of overtime last Friday.

Because of the GM strike, the daily build rate fell to 43,164 last week, down 10.6 percent from the previous week.

Last week, Ford slated daily overtime at two car plants and three truck plants. The car plants were Atlanta and Chicago. The truck plants were Kansas City, Mo.; Louisville, Ky.; and St. Louis.

All U.S. plants are down today in observance of Labor Day.